JULY 28, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

What's sold—and what isn't—in the fall tv network lineups Page 31

Philip Morris cigarette brands get radio-tv campaign in order Page 34

Blair comes up with new analysis of today's radio personality Page 68

Celler blasts sports lobby behind blanket antitrust exemption Page 76

MERCHANDISING

MUSCLE

makes us your strong right arm in the rich Richmond area

1. IN-STORE FOOD & DRUG DISPLAYS
2. IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
3. STORE WINDOW DISPLAYS
4. BARGAIN BAR PROMOTIONS
5. NEWSPAPER ADS
6. COMMUNITY CLUB AWARDS
7. MAILINGS TO RETAILERS
8. PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
9. REPORTS TO FOOD ADVERTISERS
10. PROMOTIONAL SPOTS

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Pittsburgh, New England, Mid-West; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

WIN FROM WINN an all expense paid trip

to '59 KENTUCKY DERBY!

AND 10 ADDITIONAL PRIZES $25.00 EACH

HERE'S HOW YOU MAY WINN:

Guess the total number of national spots placed on WINN between August 31, 1958 and February 28, 1959. All entries must be postmarked no later than midnight August 31, 1958 and only one entry per person. In case of a tie, duplicate prizes will be awarded. All entries will be kept in the WINN safe until March 1, 1959, when WINN's logs will be audited by Charles W. Wheeler Associates. Send in your entry now, to be WINN's guest for the 1959 "Run for the Roses."

WINN

1240 ON THE DIAL
LOUISVILLE, KENTUCKY'S
POPULAR MUSIC
STATION

GLEN HARMON
General Manager

AVERY KNODEL
National Representative

Every Way You Look At It-

DES MOINES, Iowa Prefers

KRNT-TV

CBS

COWLES

▲ The Station Most People Watch Most!

▲ The Station Most People, by Far Depend on for Accurate News!

▲ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV is the one to use to get the kind of results an advertiser must get these days.

KATZ has the NEW — the TRUE — facts on television viewing in Des Moines. Ask them for your copy.

Central Surveys has been engaged in nation-wide market research and public opinion surveys for over 20 years. Among the more than 200 clients are many PUBLIC UTILITY companies. List shown on request.

New DEPTH Study PROVES It! New ARB Shows It, TOO

Over 50% Named KRNT-TV Personalities EXCLUSIVELY!

Compare that to the other stations' total of 6%

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

From sign-on Monday to sign-off Sunday

MORE PEOPLE WATCH KRLD-TV than any other DALLAS-FORT WORTH STATION

— ARB FOUR-WEEK DALLAS-FORT WORTH METROPOLITAN REPORT — APRIL 28-MAY 25, 1958

And this is only in Dallas and Tarrant Counties. Remember, in addition, KRLD-TV Channel 4 covers more area, more people, more income and more retail sales than any other station in the southern United States between the Atlantic Seaboard and the Rocky Mountains because — KRLD-TV *telecasts from Texas' tallest tower* — KRLD-TV *telecasts with* maximum power — KRLD-TV *operates on the lowest Dallas-Fort Worth Channel.*

KRLD-TV Channel 4 is the television station of The Dallas Times Herald, owners and operators of KRLD Radio. KRLD is the only full-time 50,000 watt radio station in Dallas-Fort Worth.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

closed circuit®

FIVE & TWO • Odds are strongly in favor of retention of existing FCC multiple ownership rule, permitting single entity to own five vhf stations and two uhf's (along with seven am's and fm's) despite strong recommendation of Barrow Study Group that vhf tv be cut down to three stations in first 25 markets. Reason: decisive 6-1 vote by FCC last Wednesday approving $20 million sale of WCAU-AM-FM-TV Philadelphia by *Bulletin* to CBS. Only Comr. Robert T. Bartley dissented. (Story page 88.)

•

FCC's vote on record-breaking WCAU transfer came fortnight after Dean Roscoe L. Barrow, head of Network Study, had made urgent personal plea against approval on ground it would "prejudge" action on multiple ownership recommendation. WCAU-TV acquisition gives CBS-TV its fifth vhf, for first time bringing it up to strength of rival NBC and ABC tv ownership. All CBS properties except WCBS-TV New York were acquired by purchase, rather than original grant. It also has two uhf's, while NBC-TV is cutting down to one on Oct. 1, and ABC-TV has none.

•

OUT IN OPEN • First inkling of strategy behind powerhouse lobby operated by big sports entrepreneurs in drive to obtain antitrust blank-check was given last week by Rep. Emanuel Celler (D-N.Y.), whose House Judiciary Committee, he contends, was victim of legislative trickery. Committee bill was bypassed for blank-check plan when many members were not on House floor. Rep. Celler says Paul Porter, communications attorney, and former FCC Chairman, who represents major league baseball, is "generalissimo" behind lobby. It's believed around Capitol Hill that lobby hopes to repeat its coup, forcing blank-check bill through Senate when many Senators aren't on floor. This would defeat efforts of Senate Judiciary Committee to insert safeguards for public in antitrust bill.

•

Insidious side of sports domination of broadcast rights was brought out by Rep. Celler in his Senate testimony when he described censorship powers of National Football League commissioner. He cited league's constitution and by-laws language giving commissioner czaristic authority to pass on play-by-play and color announcers, broadcasters whose facilities carry sportscasts, sponsors and contracts. Even pregame and post-game shows are completely controlled.

•

WAR GAME • While little is being said publicly about it, FCC's new "executive reserve" swung into action in "Operation Alert, '58" during week of July 14. Operation saw number of broadcasters, including former FCC staffers, deployed to predetermined posts in field as activated reservists to sit in for regularly assigned staff officials under simulated national emergency. Numerous other broadcaster personages holding assignments in such fields as censorship, propaganda (USIA) and civil government, likewise participated in exercises.

•

Joseph V. Heffernan, veteran financial vice president of NBC, has resigned to return to private law practice. After vacationing (he's now in Shannon, Eire) he joins New York firm of Hecht, Hadfield, Farbach and McAlpin. Firm specializes in financial, trade regulation and corporate law.

•

MUSIC MEN • All-Industry Radio Music License Committee, headed by Robert T. Mason, WMRN Marion, Ohio, is gaining impetus. NBC's owned-and-operated stations have joined group which will undertake negotiation of new contracts with ASCAP before year end, and later, with BMI. All told, upwards of 300 stations have joined, it's reported, with funds committed averaging about $100 per station. Whether owned-and-operated stations of other networks will join group is undetermined, but it's likely that each network, as distinguished from their o&o stations, will negotiate for itself on clearance-at-source basis.

•

It's not official, but representatives of RAB and NAB reportedly have reached tentative agreement that only their two organizations will sponsor observance of 1959 National Radio Month (May). In past, Electronic Industries Assn. and National Appliance Dealers Assn. also have been co-sponsors of radio month and its predecessor radio week.

•

YESTERDAY'S HEADLINE • Former FCC Comr. Richard A. Mack, who resigned last March 3 in wake of Miami ch. 10 case, is now residing in Fort Lauderdale, near his native Miami. He has confided to Washington friends that he has not yet made new connection since Florida is feeling effects of recession and bad tourist season, but he hopes to locate soon, not necessarily in Florida. Before joining FCC in July 1955, he had been member of Florida Railroad and Public Service Commission, and prior to that had been in rock and gravel business and with General Motors Acceptance Corp.

•

Joseph K. Close, New England station owner (WKNE Keene; WKNY Kingston, N. Y.; WKXL Concord; WKVT Brattleboro, Vt.) has been in Washington in recent weeks as consultant to United States Information Agency on development of television as instrumentality in international programming of USIA. Mr. Close previously had consulted with Theodore W. Streibert during his incumbency as USIA head. His television recommendations are now in hands of George V. Allen, USIA director.

•

FM REVIVAL • Rapid growth of fm acceptance is prompting WQXR-AM-FM New York to consider reviving old Rural Radio Network which it sustained on partial program basis up to three years ago. *New York Times* radio station reportedly is talking to members of Grange League Federation (owners of some 11 upstate New York fm stations) about setting up fm network which would be fed by microwave relay out of New York on fulltime commercial basis for national and regional advertisers. (Under old, non-commercial basis, WQXR fed *Times* hourly newscasts and occasional musical programs.

•

Judge John Morgan Davis, of the Court of Common Pleas of Philadelphia County and principal owner of WALL Middletown, N. Y., will resign shortly to campaign as Democratic candidate for lieutenant governor of Pennsylvania.

•

ABC SPORTS • ABC Radio is doing switchabout on sports coverage. Out of athletic events for more than year, network now hopes to negotiate rights for major league baseball coverage next year, also has eye on other sports. *Game of the Day* type of baseball coverage is what officials have in mind. In addition, network already has signed for Notre Dame football games this fall, with Pontiac sponsoring.

•

All principals in three-cornered Norfolk, Va., ch. 13 fight met in port city past weekend, in hopes that merger of competing interests could be accomplished so long-drawn-out comparative hearing can be avoided and third vhf outlet gets on air soon as possible. Competing for dropped-in ch. 13 are WVEC-TV, now operating on ch. 15; WTOV-TV, now operating on ch. 27, and Virginian Television Corp., comprising group associated in ownership of WBOF Virginia Beach, Va.

•

ROAD GAP • Ford Div. is not renewing in total its $4 million-plus, 52-week program package, *Ford Roadshow*, on CBS Radio on same basis as existing contract that runs out Aug. 31, but as of Friday (July 25) it looked as if Ford might salvage portion of package, perhaps retaining weekend segments (also see story, page 36). Meantime, acting quickly to replace expected gap, CBS Radio reportedly has at least two advertisers ready to pickup whatever billing Ford drops. Ford's agency is J. Walter Thompson, New York.

Omaha, Nebraska .....one of the top 10

Congratulates

—the other Nine Cities showing Greatest Business gains over 1958!

Sacramento, California
Tampa, Florida
New York, New York
Boise, Idaho
Jacksonville, Florida
Sioux Falls, South Dakota
Kansas City, Missouri*
Amarillo, Texas
Phoenix, Arizona*

*Another Meredith Market
(As rated by Rand McNally BUSINESS TRENDS BULLETIN — July 1958 Issue)

OMAHA Makes "SALES MANAGEMENT" Star Team, Too!

Omaha also has been named to **Sales Management's** exclusive "Preferred-City-of-the-Month" list for July because its rate of business gain exceeds that of the U. S. as a whole.

Business is Good in Omaha! Get your share of the business in this big healthy market with the number one sales station—WOW-TV, Channel 6.

WOW-TV Channel 6 Omaha

A Meredith Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

BLAIR-TV Representatives

CBS TV

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

What's Upcoming in the Fall Tv Schedule?—Advertisers will spend about $5 million weekly for production of regularly scheduled nighttime shows, MCA leads list of independent producers on networks. Seventeen hours of availabilities on all three networks still to be filled. Page **31.**

Call for Philip Morris—Will be seen and heard again on tv this fall as cigarette brand, out of broadcasting since early spring, returns to network advertising as partial sponsor of pro-football games; other Philip Morris Inc. radio-tv plans are detailed. Page **34.**

Tv Is Tops for Selling Autos—That's what NBC says based on second annual survey. It shows that among car dealers, shoppers and the general public, television is the dominant ad medium for selling cars, although tv receives disproportionately few dollars, compared to newspapers and magazines. Page **36.**

Fifth Time Around—General Electric's renewal for fifth year of *General Electric Theatre* marks its satisfaction with network exposure and also is newsworthy from standpoint of its institutional advertising in hard-sell times. Page **38.**

'Roadshow' to Be Bumped?—Ford Div. said to be on verge of pulling out of CBS Radio package it's sponsored for nearly one year, though Dearborn may decide otherwise. Other Ford sponsorships, particularly network tv, are fewer. Page **36.**

Tv Nails Down Sooner Election—Oklahoma gubernatorial nominee says television was ticket to his victory. Medium also credited with last week's record turnout for primaries. Page **48.**

Exchanging Commercials Made Easier—CBS-TV also spell out details of new product protection policy and liberalized rate and continuity discount plans for daytime advertising. Page **57.**

Wall St. on Network Tv—Bernhard investment survey sees future earning power favorable for ABC-TV and CBS-TV. Page **58.**

Trans-Pacific Production—Quality of first Japanese-produced stop-motion puppet commercials for U. S. market expected to create excitement in ad circles. Commercials debut on 10 eastern tv stations as part of opening fall campaign of Vanity Fair facial tissues. Page **60.**

The Blair Report on Local Radio—National representative digests results of studies on successful local radio programming; concludes it takes top-grade management to live with "a complex and exacting" business in which at least eight major elements must be blended. Page **68.**

New Service Offered Disc Firms—KDAY Santa Monica, Calif., introduces plan for seven-day fever reading on new offerings. Page **72.**

Sports Muscle-Men—One of most powerful lobbies in Washington history is pushing legislation to exempt professional sports promoters from antitrust laws, according to Emanuel Celler, chairman of House Judiciary Committee. NAB to testify this week. Page **76.**

KTLA (TV) Comes Up With a 'Telecopter'—Helicopter, equipped with tv gear, unveiled by Los Angeles stations after months of wrestling with technical problems. Page **76.**

Climax of Smathers Hearing—Judge Rosenman surrebuttal testimony brings to close lengthy sessions on bill that advocates divorcing broadcasters from BMI. Page **80.**

A Greenlight for Potter—Commission to study military use of spectrum gets speedy and unanimous Senate approval. Rep. Bray promises action on his identical proposal now before House Commerce Committee. Page **85.**

AMST Blasts ABC Plan—Opposes network's proposal to drop-in vhfs at sub-standard mileage separations; says would doom present high quality service. Few comments received on network plan. Page **86.**

Package With Strings—FCC gives go-ahead to CBS Inc. on $20 million purchase of WCAU-AM-FM-TV Philadelphia package, but tells buyer that subsequent events could affect transaction. Page **88.**

Barrow Report Hearing Closes—FCC staff begins preparation of digest of testimony with segment on option time and must buy network practices having top priority. Dean Barrow affirms belief in reducing maximum ownership to three vhf's in first 25 markets; also urges Avco procedure on station sales. Page **90.**

MGA's Talks With Movie Makers—Tv films will be covered in negotiations expected to get underway next week. Music Guild of America scheduled to submit proposals today. Page **98.**

Keep the Advertising Guard Up—President Brown Bolte of Sullivan, Stauffer, Colwell & Bayles reviews the role advertising has played in building America's production economy and counsels that this is no time to abandon economic leadership, in MONDAY MEMO, page **121.**

MR. BOLTE

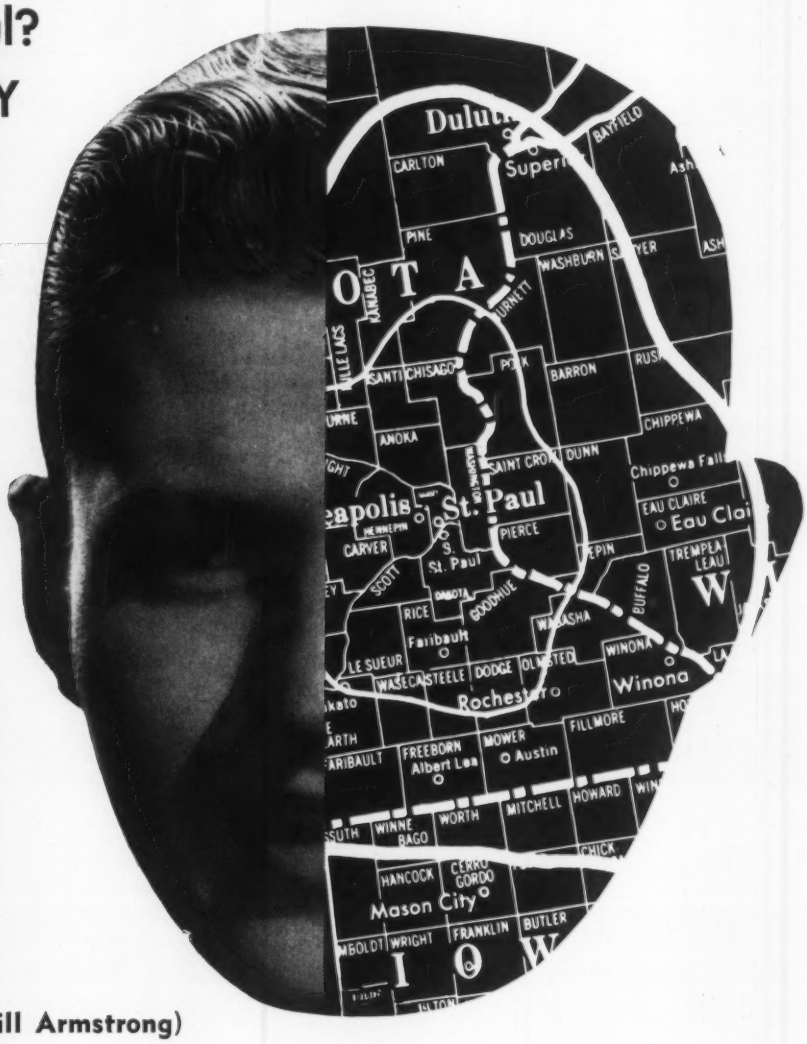
DEPARTMENTS

ADVERTISERS & AGENCIES ... 34
AT DEADLINE ... 9
BUSINESS BRIEFLY ... 35
CHANGING HANDS ... 70
CLOSED CIRCUIT ... 5
COLORCASTING ... 57
DATELINES ... 72
EDITORIAL ... 122
FILM ... 60
FOR THE RECORD ... 110
GOVERNMENT ... 76
IN REVIEW ... 18
IN THE PUBLIC INTEREST ... 109
LEAD STORY ... 31
MANUFACTURING ... 99
MONDAY MEMO ... 121
NETWORKS ... 57
OPEN MIKE ... 15
OUR RESPECTS ... 24
PEOPLE ... 102
PERSONNEL RELATIONS ... 98
PLAYBACK ... 54
PROFESSIONAL SERVICES ... 96
PROGRAMS & PROMOTIONS ... 106
PROGRAM SERVICES ... 96
STATIONS ... 68
TRADE ASSNS. ... 64
UPCOMING ... 119

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Why is WDGY first* with 28.2% in Minneapolis-St. Paul? . . . and why is WDGY first on Pulse?



1. 50,000 watt coverage

2. 50,000 watt personalities (like Bill Armstrong)

50,000 watts are fine—and WDGY has them. But you need more. You need 50,000 watt coverage *and* 50,000 watt personalities like Bill Armstrong. Listeners love Bill's smooth style and easy manner. Proof of their loyalty: Bill's show is a runaway first every ¼ hour he's on the air—both Hooper and Pulse. He's typical of the sound and zest and competence which make WDGY first morning, first afternoon, first all day per Hooper and first per Pulse as well . . . and of the solid "response-ability" which is giving WDGY its biggest billings ever. Map strategy with Blair . . . or WDGY General Manager Jack Thayer.

**Hooper May-June, 1958*

WDGY

the 50,000 watt station with the 50,000 watt personalities

MINNEAPOLIS-ST. PAUL

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

FCC Agrees to Hold Off Even Longer on Pay-See Tv

Rep. Oren Harris (D-Ark.) has won another round in continuing fight with FCC over pay tv issue. In letter to Rep. Harris released Friday (July 25), Commission reluctantly agreed not to okay any toll applications until *sine die* adjournment of first session of 86th Congress (beginning January 1959).

However, Commission said, "it has concluded that it would be desirable to accept and process such applications as may be received for trial subscription television operations . . ." during freeze on actual grants. Rep. Harris, outspoken foe of pay tv, had asked for continuance of current *status quo* until his House Commerce Committee could hold further hearings on question next January [CLOSED CIRCUIT, July 21].

Showing its displeasure about mandate not to act, FCC further said: "Owing to the fact that proposals formally before the Commission for many years remain for disposition, it had been hoped that it might be possible for the Congress to complete its consideration of the subject and make its final determinations in regard thereto during the current session." Both congressional commerce committees have passed resolutions against toll tv and several bills have been introduced in both Houses banning subscription method.

Two Minnesota Ams Sold

Sale by Morgan Murphy-Walter C. Bridges interests of WMFG Hibbing and WHLB Virginia, both Minnesota, to Harold J. Parise, general manager of stations, and Frank P. Befera (vending machines, realty, wholesale merchandiser) for total $169,000 ($84,500 apiece) announced Friday with filing of applications for FCC approval. Mr. Befera owned 100 shares common stock of Storer Broadcasting Co., but sold it July 7.

NAB Changes D.C. Regional

NAB has announced change in final meeting in annual series of fall conferences, which start in mid-September. Closing session, to be held in Washington, D. C., has been rescheduled from Oct. 23-24 to Oct. 27-28 at Statler Hotel. Originally meeting had been scheduled at Shoreham Hotel. (See UPCOMING for schedule.)

Compton Acquires S.F. Agency

Compton Adv., N. Y., has acquired Goldthwaite-Smith Adv. Agency, San Francisco, effective immediately, Barton A. Cummings, Compton president announced. Move will bring Goldthwaite-Smith personnel and accounts to Compton's Los Angeles office. Elmire Goldthwaite, head of his agency, will supervise Compton's appliance and music account division on Pacific Coast.

D. C. Law Firm Opposes Proposal For Merger, Dropout Penalties

First—and so far only—attack on FCC's proposal to penalize applicants who merge or drop out after case is set for hearing [AT DEADLINE, June 30] has been filed by Washington law firm of Pierson, Ball & Dowd. Deadline for comments, originally Friday, was postponed to Sept. 26.

Signed by W. Theodore Pierson, statement claimed proposal was too radical for abuses it purported to correct. "The fundamental question raised by the proposed rule is whether a complete prohibition of the long recognized private right to compromise conflicting claims arising from competing applications is justified by the fact that such right may on occasion be abused," comment asked.

Firm claimed rule was too categorical, lumping innocent with guilty. It also said strike protest filings were greater danger than alleged strike applications—ostensible reason for proposed rules change—and that Commission records show payoffs of from $14,000 to $500,000 for withdrawals of protests or interventions.

Commission's proposal would put back into processing line any application surviving after merger or payment to other applicant or applicants for withdrawal, and also dismiss withdrawing or defaulting applicants with prejudice. Under present rules, once hearings are designated, applicants enjoy protection against anyone else filing for same facilities.

Strouse Heads Fm Committee

Ben Strouse, WWDC-FM Washington and member of the NAB Radio Board as fm director-at-large, has been named chairman of NAB's FM Radio Committee, first of new standing committees to be announced by President Harold E. Fellows.

TIMELY ASSISTANCE

Ziv Television Programs, New York, reported Friday (July 25) that U. S. Navy *does* love Army, despite recurring legends. To promote Ziv's *Sea Hunt* series, WTVM (TV) Columbus, and WMAZ-TV Macon, Ga., held public demonstrations in their cities last week on work of frogmen, using Navy personnel. Army officials at Fort Benning saw demonstrations, asked Navy Thursday (July 24) if they could borrow frogmen to recover stolen Army property believed at bottom of river near Columbus. Navy agreed. Frogmen recovered two safes weighing 400 and 600 pounds, one cash register, three empty money bags and kit of burglar's tools.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

TWO ON TAP • NBC-TV expected shortly to close two more daytime sales. Frigidaire Div. of General Motors, through Dancer-Fitzgerald-Sample, N. Y., slated to buy one daytime hour per week and Armour Co., Chicago, through Foote, Cone & Belding, three-quarters of one hour weekly. Shows still unspecified.

PULLS BLUE COALS • Blue Coal Corp., Newark, N. J., with billings estimated at $900,000, is switching agencies. Effective today, (July 28), radio spot-using account leaves Sullivan, Stauffer, Colwell & Bayles for Monroe Greenthal Co., both N. Y. Blue coal distributes in eastern and midwestern states as well as Canada. No reason given for agency switch.

MAKING UP MIND • Pepsi-Cola Co., N. Y., preparing its final plans for 1959 campaign, reportedly is considering three 90-minute specials on network tv. Neither network nor show format has been determined. Kenyon & Eckhardt, N. Y., is agency.

MAY PAY JUNE'S WAY • John H. Breck (shampoo), Springfield, Mass., planning to decide this Wednesday whether it will sponsor new network tv show featuring June Allyson for 1959, on either NBC or ABC. Show recommended by its agency, H. B. Humphrey, Alley & Richards, N. Y.

Eastern Asks Bigger Part

Eastern Airlines, admitted as participant in Miami ch. 10 case with participation limited to only one issue (whether any FCC member should have been disqualified from voting in 1957 grant), has asked FCC that it be permitted to participate on all four issues. Eastern is rival of National Airlines, which received controversial grant through its subsidiary, Public Service Television Inc. Grant was appealed and U. S. Court of Appeals for District of Columbia ordered new hearing.

Hartford Agency Expands

The Hartford Agency, which claims approximately 40% of its business is in placing models in tv commercials [ADVERTISERS & AGENCIES, July 14] plans to open Hollywood office in September. Edward Collins, executive vice president, said number of tv commercials filmed on the West Coast now is about equal that in the East.

at deadline

$1.7 Million Six-Month Profit Reported by Storer Broadcasting

Net profit of Storer Broadcasting Co. after taxes amounted to $1,729,620, or 70 cents per share, during first six months of 1958. In comparable 1957 period net profit was $4,429,484 or $1.79 per share which included non-recurring capital gain of $1,966,477. Excluding capital gain, earnings for first half of 1957 were $1 per share compared to 70 cents in same 1958 period.

Second quarter earnings in 1958 were $978,416 or 40 cents per share compared to $751,204 or 30 cents in first quarter of year. Second quarter earnings reflected substantial reduction in operating losses incurred at WVUE (TV) Wilmington-Philadelphia, acquired by Storer in May 1957. Dividends paid to date in 1958 amounted to $876,249 on common and $180,137 on B stock at rate of 45 cents and 6 cents per quarter, respectively. After all dividend payments company retained $673,234 or 39% of its profits.

WLS Asks Stock Transfer

WLS Chicago asked FCC Friday for consent to transfer 50% negative control to ABC under terms of contract entered into Feb. 2, 1954, with *Prairie Farmer*. *Prairie Farmer* has held 10,000 shares of Class A common stock and ABC 8,000 shares of Class B common under pact by which ABC this month retires Class B in exchange for 10,000 shares of Class A to gain negative control. ABC's WENR Chicago and *Prairie Farmer's* WLS, sharetimers, merged in 1954, ABC paying $90,263 into then new WLS Inc. plus half its interest in WENR land and equipment, and *Prairie Farmer* paying $50,000 to WLS Inc. plus half its interest in WLS land and equipment. Each made loan of $50,000 to WLS Inc. ABC now would elect two directors of four but it's understood no change in management by *Prairie Farmer* group is contemplated.

KCOP (TV) to Get Two VTR's

KCOP (TV) Los Angeles has purchased two Ampex VTR units which are scheduled for delivery within the next few days, according to Kenyon Brown, KCOP president. Station will develop commercial department to work with advertisers and agencies in preparing commercials on tape, Mr. Brown said. He added plans are also being made for putting number of KCOP's local programs into national syndication on tape.

KULA Names McGavren-Quinn

KULA Honolulu announced Friday (July 25) appointment of McGavren-Quinn Corp., New York, as station representative, effective immediately. Jack Burnett is general manager of 10 kw station.

Two Losing Applicants Charge WJR Can't Fulfill Tv Plans

W. S. Butterfield Inc. and Trebit Corp. (WFDF Flint, Mich.), losing applicants in long, drawn-out Flint ch. 12 case, Friday asked FCC to stay its grant to WJR Detroit and set case for rehearing. Complaintants' plea based on "newly discovered evidence that WJR cannot and will not operate its proposed television station in the manner proposed. . . . "

WJR's application specified affiliation with CBS. Trebit and Butterfield claim proposed tv station cannot obtain such affiliation because of CBS realignment in Michigan. WJR was first granted channel in May 1954. After court appeal, case was remanded to FCC which July 9 reaffirmed its grant to WJR [GOVERNMENT, July 14].

ATV Issues Rates, Programs

Associated Television Ltd., London, has issued its Rate & Program Guide for six months June 30-Dec. 31. Booklet states that by mid-September there will be some 10 million viewers of ATV programs in London and the Midlands (55% of total population of these areas). ATV in autumn is introducing new limitations on length of commercials and number of spots per program.

Coaches Line Up on Hill

Three prominent college football coaches will testify today (July 28) before Senate antitrust subcommittee holding hearings on legislation to exempt four major professional sports from antitrust laws (early story page 76). Coaches are Bud Wilkinson, U. of Oklahoma; Bowden Wyatt, U. of Tennessee, and Duffy Daugherty, Michigan State U. NAB will testify July 29.

AURAL NEWSPAPER

"Nothing But News"—that's what WNTA-AM-FM Newark promises its early-morning listeners starting mid-August. Station, "concerned" about "carbon-copy programming" among independents in multiple station market feels radio could take lesson from newspapers, thus will air vertical block-programming of news-in-depth between 7-9 a.m. WNTA's "NBN" series will go beyond headline news, will pick up remotes from world hotspots via BBC's shortwaved North American Service, quote editorial columnists, drama-movie-tv reviews from all New York morning papers—in short will give listeners aural version of what they'll read later that day. No music will be played but advertisers are more than welcome.

PEOPLE

THOMAS F. McANDREWS JR., in charge of Ted Bates' Hollywood office, elected vice president of agency, succeeding **H. AUSTIN PETERSON,** who has resigned to devote more time to free lance writing and production. Mr. Peterson, will continue as a consultant to agency.

HAROLD L. GRAFER, formerly vice president of McCann-Erickson and consultant on drug and toiletry accounts as well as director of marketing services, elected vice president and director of marketing, J. B. Williams Co., subsidiary of Pharmaceuticals Inc., N. Y.

D. R. ROARK appointed eastern district sales manager of RCA Victor Sales Div., Cherry Hill, N. J.; **C. J. WALKER** named central district sales manager, Chicago, and **D. J. GENTILE,** western district sales manager, L. A.

HENRY FLYNN, assistant general manager KTLA (TV) L. A., to KCOP-TV L. A. Aug. 15 as assistant sales manager. He formerly was sales manager of CBS Spot Sales, N. Y.

RONALD COLBY, sales representative, Sheraton Corp. of America, to WMCA N. Y. as account executive. **RUTH MEYER,** copy chief at WMGM N. Y. to WMCA as creative writer.

DONALD A. SWEET, formerly with G. M. Basford Co., N. Y., to Zakin Co., N. Y., as account executive.

WILLIAM B. WHITE, Hollywood agent and packager, appointed today (July 28) as executive producer for Guild Films, headquartering at Guild's Hollywood Office where he will coordinate all GF's productions.

THOMAS K. HARDY, senior timebuyer, Donahue & Coe, N. Y., to radio sales staff, Avery-Knodel, radio-tv station representatives.

ROBERT J. DALCHAU, formerly with southwest sales staff of ABC Film Syndication, appointed Friday (July 25) to sales force of CBS-TV Film Sales in Dallas.

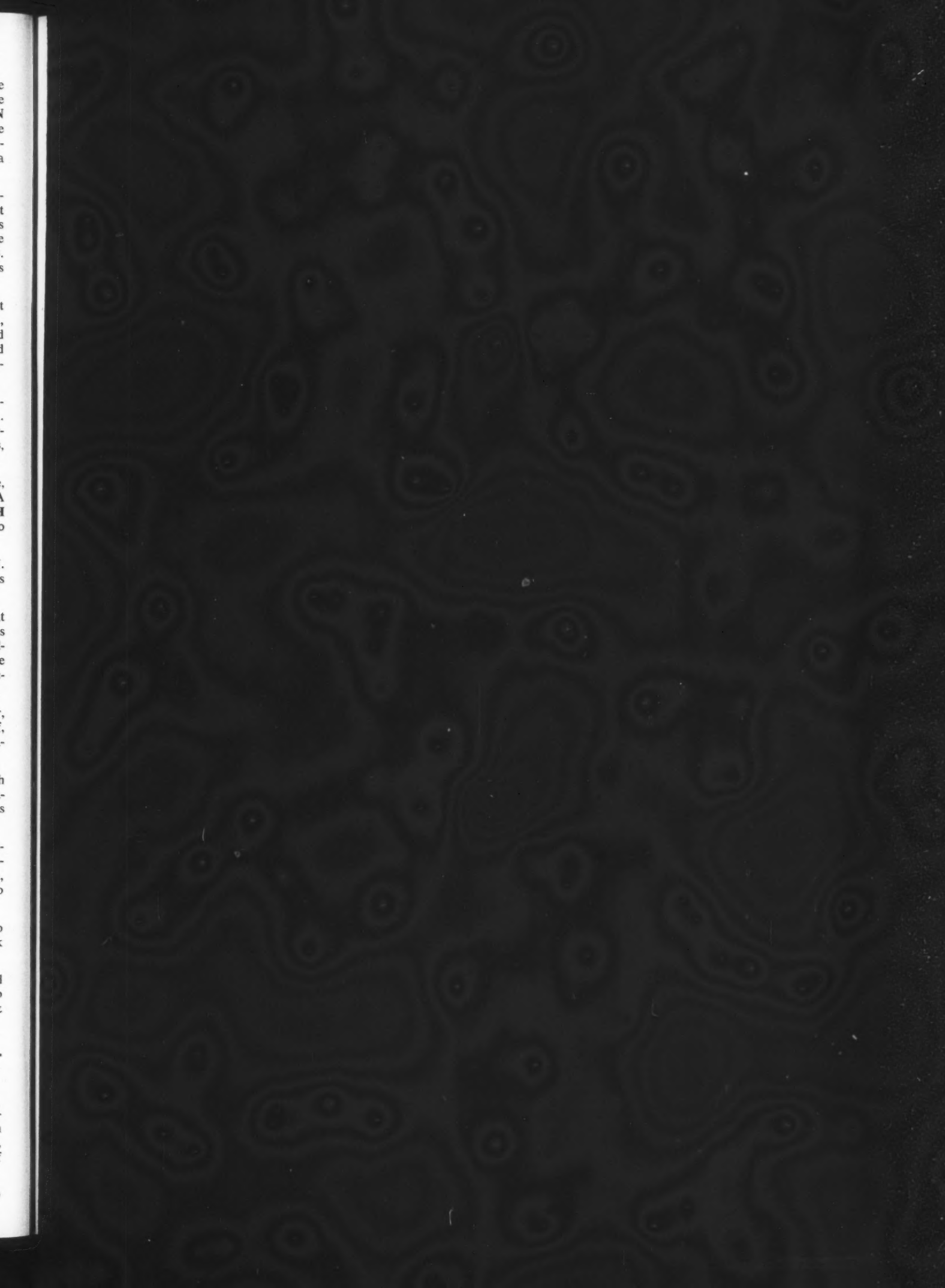
GEORGE PONTE, formerly sales representative, WKNB Hartford, Conn., appointed to N. Y. staff of Peters, Griffin, Woodward, station representative, radio department, effective Aug. 1.

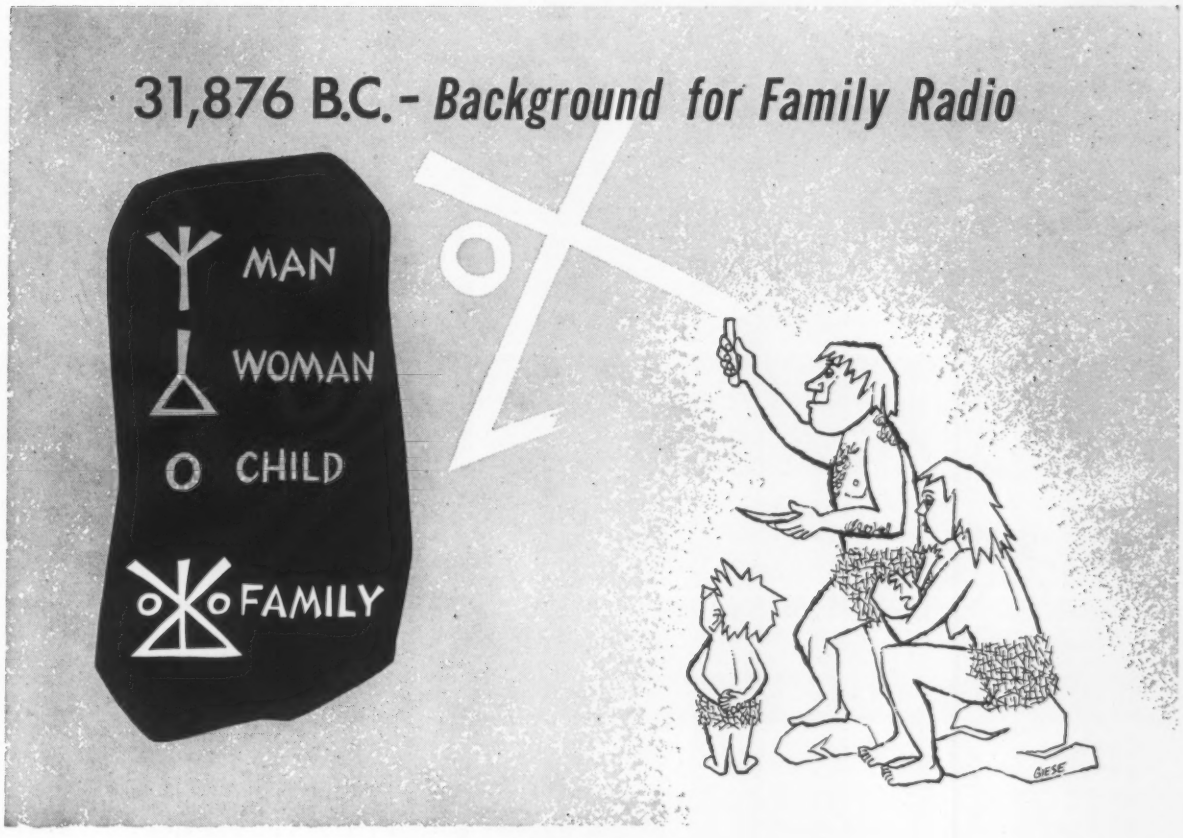
PAUL L. KINSLEY, CBS-TV salesman, to Broadcast Time Sales Inc., N. Y., to work in station representative's S. F. office.

MARION DAVIES, former screen star and business-philanthropic leader, elected to board of directors, 'Skiatron Electronics & Television Corp., N. Y.

WLBZ-TV Names Weed-Tv

Change in New England sales representation for WLBZ-TV Bangor, Me., from Louis Borgatti Inc. to Weed-Tv Corp., announced by William Rines, president of WLBZ-TV.





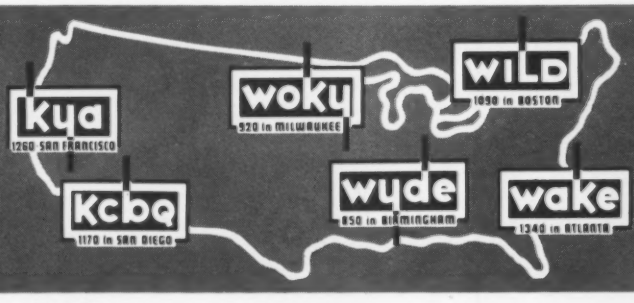
The family — basic social unit since the dawn of civilization. Love and loyalty are firmly woven into the fabric of family life. Understanding of these fundamentals has been the basis of programing for

TEN YEARS OF BARTELL GROUP
FAMILY RADIO

First by ratings in our established markets is, therefore, only part of the Bartell success story. Balanced audience has created best buyership.

Bartell It... and Sell It!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 1.5 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

NEW YORK CONF

The most fabulous city in the world – never before filmed for local market television!

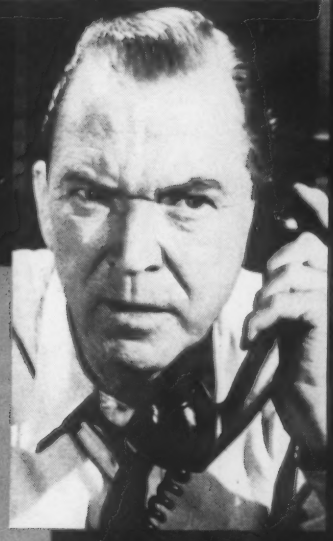
Now – NEW YORK CONFIDENTIAL
– produced on location for your own local market's first run entertainment!

39 original gripping stories of haunts and highspots! Teeming Times Square! Chinatown! The Bowery! The drama of the throbbing city!

NFIDENTIAL

starring **LEE TRACY**

as newspaper columnist and narrator



HURRY! 77 MARKETS ALREADY SOLD!

D-X Sunray Oil Co. starts September 8 in a 50-market midwest regional! The F. & M. Schaefer Brewing Co. has snapped up multiple markets! Also Pabst Brewing Company! The Columbia Broadcasting System for New York City! Triangle, Westinghouse, Storer, Transcontinental, Meredith and other station groups! KTTV in L.A. and other stations!

Don't wait! Choice markets still available right now! Write, wire or phone collect Michael M. Sillerman, Exec. V. P., TPA, today for yours.

TPA

TELEVISION PROGRAMS OF AMERICA, INC.

488 Madison Avenue • N. Y. 22 • PLaza 5-2100

as basic as the alphabet

EGYPTIAN

Several thousand years before Christ, the Egyptians used a rough sketch of a man with upraised arms as the symbol for *high*.

PHOENICIAN

From 1500 to 1000 B.C., the citizens of ancient Tyre employed a variant of the Egyptian form to signify the first sound of its name, *he*.

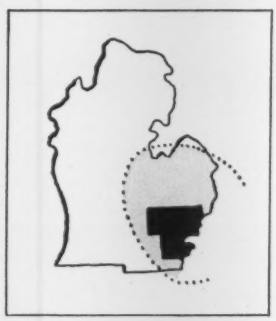
GREEK

As early as 800 B.C., the same letter had been turned around and appeared on Greek inscriptions. Its new name was *epsilon*.

ROMAN

By 700 B.C., the Etruscans had borrowed the letter and passed it along to the Romans who shaped it in the form we use today.

Historical data by
Dr. Donald J. Lloyd, Wayne State University



Essential for Michigan sales and profits

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Elementary, Mr. Advertiser! Today, as it has been since the birth of commercial broadcasting, WWJ is your basic buy for successful radio advertising in the great Detroit Southeastern Michigan market.

Start your fall radio campaign here—with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers—with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

Top 40 (continued)

EDITOR:

The letters from your readers concerning the report on the NBC Spot Sales Timebuyers Opinion Panel have interested me greatly.

However, I think that one significant fact has been overlooked: The panel was requested to comment on buying time for a product purchased by *adults*. I replied to the questionnaire with this fact uppermost in mind. I'm sure the other respondents did the same.

In any buy, the composition of the audience, not just its size, is the vital point to be considered. We try to reach the greatest number of actual prospects most economically. As I understand the NBC report, nobody indicated that the "Top 40" stations were no good and couldn't sell; the panel did indicate, however, that some other type of programming was preferable to sell adults.

The fact that buyers are buying time on the "Top 40" stations doesn't mean that they are saying one thing and doing another. The time they are buying is for products purchased chiefly by persons apt to be found in the specific audience of that specific station. Or it should be, according to good buying practices.

Some of the letters I have received this past week from radio stations infer that I am a wizened-up old prune interested in nothing but Bach tinkled out on a clavichord. Well, I ain't—and I listen to 'em all, and I buy what's best for my clients! As far as I'm concerned, the station that shows me that it can deliver the audience I need to sell the products and services of my clients gets the order, my personal taste in music having nothing at all to do with the buy.

Barbara R. Seever
Media Director
Evans & Assoc., Fort Worth

Norman, Not Len

EDITOR:

An article in the June 30 issue stated that Len Maurer of Wylde Studios, New York, was the inventor of the Artiscope animation process. The sole inventor of the Artiscope process was Norman Maurer of this corporation.

Moe Howard, V.P.
Illustrated Films Inc.
Hollywood

[EDITOR'S NOTE: Wylde Studios acknowledges Norman Maurer as inventor.]

Guilt by Association

EDITOR:

On page 36 of the July 14 issue an article starts: "A patriotic Oklahoma practice—special media rates for Oklahoma's own advertisers—started to backfire last week."

It reminds me of the days spent with the Navy, when one inebriated sailor automatically made all sailors drunken.

We would like to point out that even though we do no business with the Duncan Coffee Co., we do have other brands of coffee that use our station, and the article as written tends to throw suspicion on all stations in Oklahoma. Being a small-market station compared to Chicago, New York or Oklahoma City we have to watch our cost of operation very closely, and wherever a local rate is paid by any client it has to be thoroughly justified. Let us assure you that any account we have on the air that comes through an agency includes all commissions and costs that are necessary to doing business away from home base.

We would welcome the opportunity to make our records available to anyone who doubts our rate practices.

Gordon E. Lack
Commercial Manager
KVOS-TV Ardmore, Okla.

[EDITOR'S NOTE: Mr. Lack refers to a story about Tracy-Locke agency, Houston, cancelling all Duncan coffee advertising in Oklahoma because "the major Oklahoma tv stations are offering 'local' rates to all advertisers headquartered in Oklahoma. Under this policy Cain's Coffee, an Oklahoma concern, is able to buy television time at local rates while Maryland Club coffee, which competes with Cain's throughout Oklahoma, must buy at national rates."]

Kudos to Cominos

EDITOR:

MONDAY MEMO July 21 by James G. Cominos [Needham, Louis & Brorby, Chicago] had real value and expresses my thoughts perfectly. It's high time some of the "upper atmosphere boys" came down to earth for a good look around, particularly as regards what Mr. and Mrs. Average Citizen find most palatable in the way of tv fare. Kudos to Cominos!

Charles E. Bell
Sales Manager
WSPA-TV Spartanburg, S. C.

Difference a Day Made

EDITOR:

For a year and a half now we have been following the Sindlinger ACTIVITY report published in your magazine. From this we have developed a summary breakdown study.

Sindlinger reports have always run from Sunday through Saturday. However, in your July 14 issue the dates read as follows: June 28-July 4 and July 5-11. Has the procedure been changed or was this just an oversight in printing the data?

Jane Peterson
Research Dept.
Stromberger, LaVene, McKenzie
Los Angeles

[EDITOR'S NOTE: BROADCASTING is flattered by Reader Peterson's attentiveness, embarrassed that she has caught us in error. For her benefit and that of other serious students of the ACTIVITY report, let the record be amended to read: June 22-28 and June 29-July 5 for the figures in the July 14 issue, July 6-12 for the figures in the July 21 issue.]

Difference a Year Made

EDITOR:

I should like to express my appreciation for your story dealing with the return to NBC-TV of *Omnibus*. May I at the same time call your attention to the fact that *Omnibus* will be returning to its seventh, not sixth, consecutive season in a medium where 13-week cycles are equated with eons.

Jack Perlis
Robert Saudek Assoc.
New York

Catalina's Sea-Going Deejay Launches New Summer Show

IF YOU CAN'T REMEMBER THE NAME, but the face (or fez) is familiar, it's Commodore Carl Bailey of the Port of Los Angeles, shoving off for another summer of broadcasting KBIG's CATALINA CRUISE from his marine studio on the *SS Catalina*.

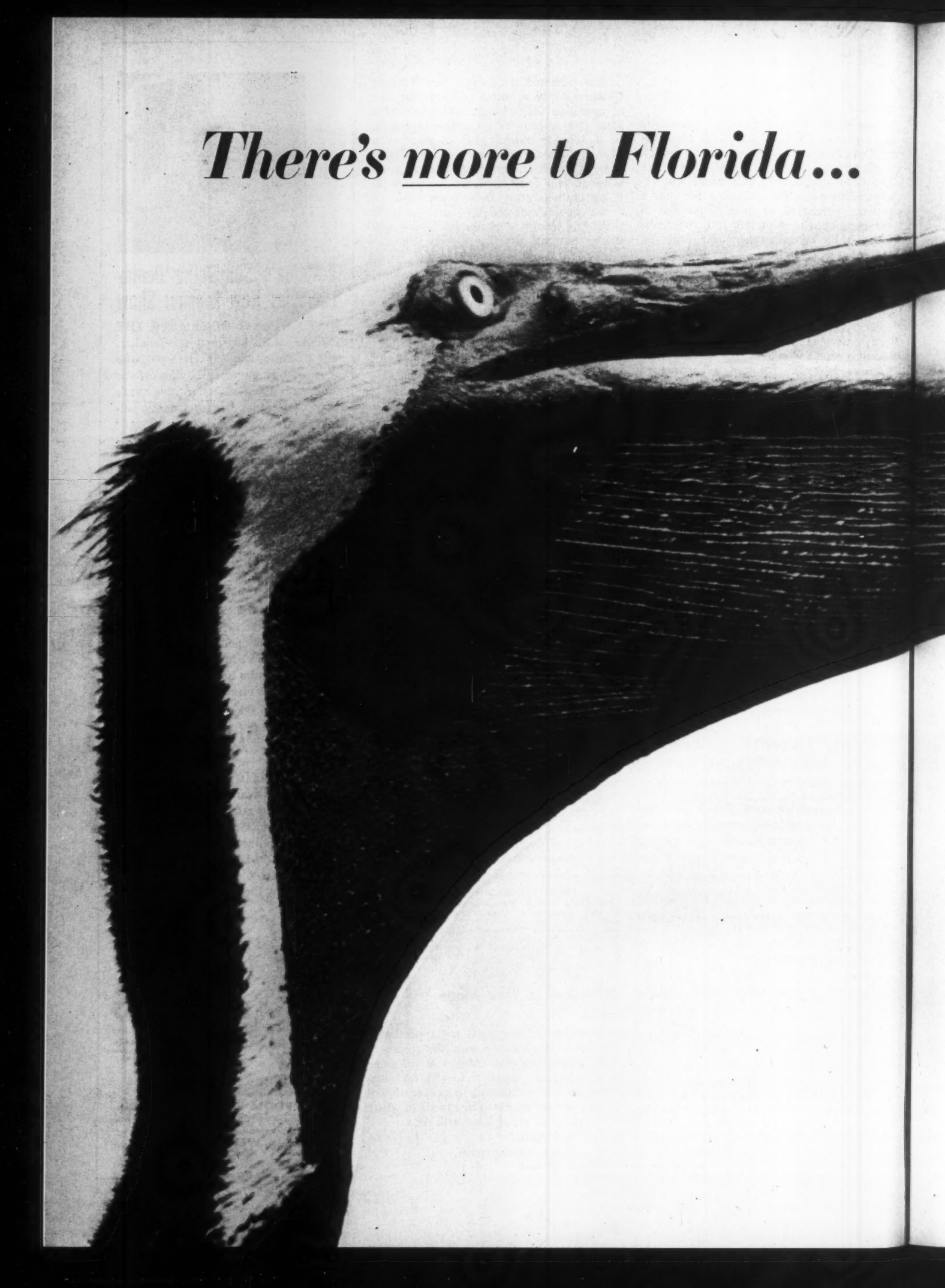
WORLD'S ONLY SEA-GOING DISC JOCKEY (and, at 6-feet-10, its tallest), Bailey helps all Southern California enjoy a vicarious Pacific cruise every weekend. Eight thousand voyagers aboard help him mix his regular deejay fare with descriptive vignettes of harbor and sea, passing craft and passing passengers, as the *Catalina* sails from the mainland to Avalon and return.

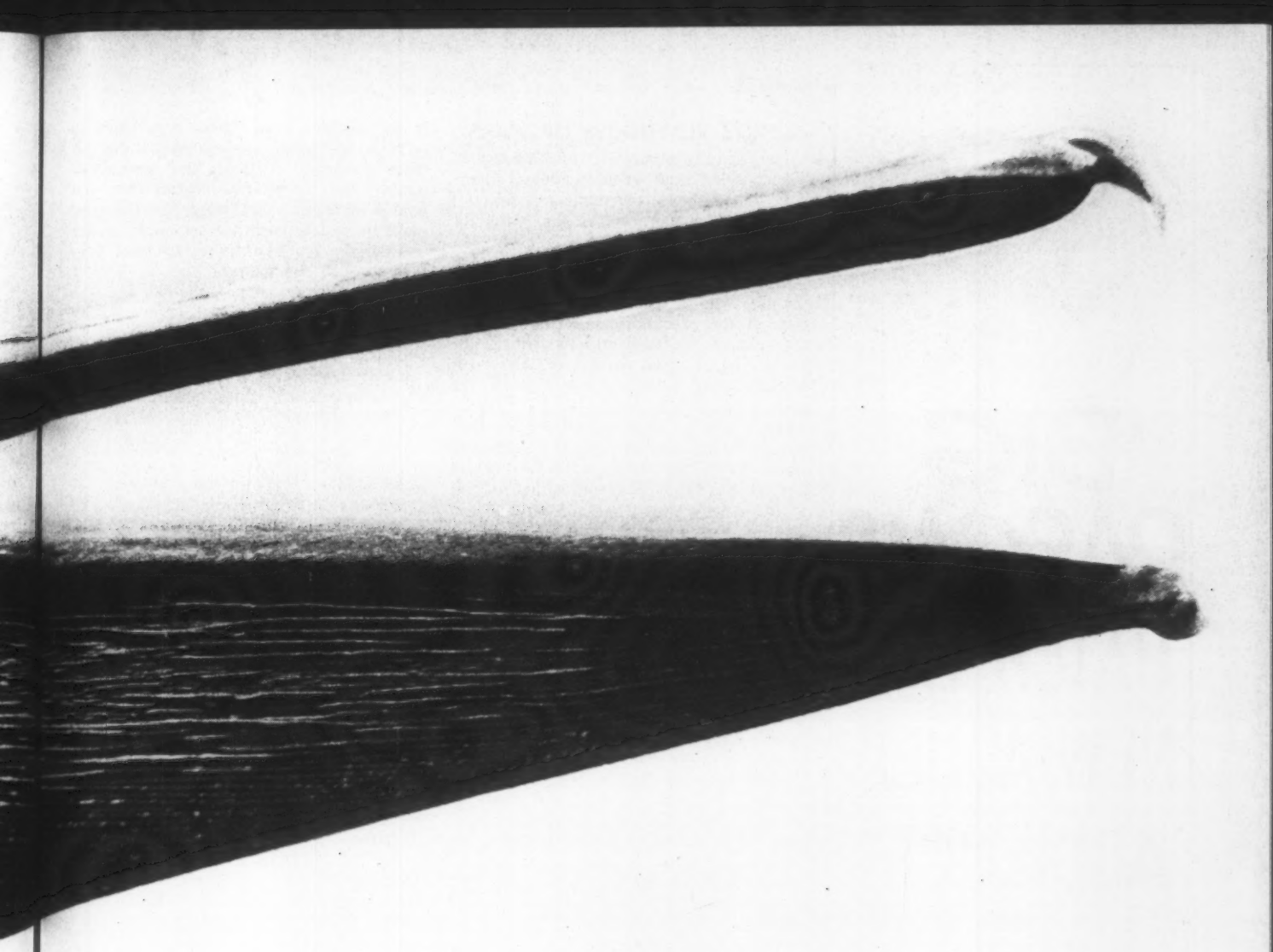
THE COMMODORE TITLE IS LEGIT, bestowed by the Los Angeles Board of Harbor Commissioners for Carl's publicizing of the activities of the great port. The picture has been seen in *Life* and in dozens of newspapers and trade publications, testimonial to the news value of this most spectacular step in KBIG's continuing program to take radio to the people.

PARTICIPATIONS IN CATALINA CRUISE are available at regular time rates, with no extra program cost, each Saturday and Sunday... 10 a.m. to 12:15 p.m. outbound, 4:00 to 6:00 p.m. inbound. Dry-land avails too may be obtained from your KBIG or Weed contact, any time.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

There's more to Florida...





Plenty of big bills in circulation...especially in Jacksonville, where expansion continues at a headlong pace. First-quarter '58 building permits showed an increase of $1,835,588 over the same period last year. There were 9,400 more auto registrations...and 4,931 more electric power customers. More building...more cars...more people.

There's more to WMBR-TV! *Number one salesman here is WMBR-TV, which delivers not only Jacksonville but a vast slice of northern Florida and southeast Georgia as well. The most recent total-area ARB gave WMBR-TV a 131% total-week lead over the other Jacksonville station. And in significant after-network hours where stations compete on an even footing, "The Late Show"* on WMBR-TV commands a resounding 168% lead over its competition. (According to the latest metro-area ARB, "The Late Show" is in an even stronger position, with a 256% lead!) Day or night, the picture's the same: there's always more to...*

Channel 4, Jacksonville — **WMBR-TV**

An Affiliate of the CBS Television Network · Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

*Mon.-Sat., 11:15 pm to conclusion

*BIG RASCALS HATCH BIG NEW ADULT AUDIENCE

HERE ARE THE FACTS...

In January WRCV-TV was trailing Susie in the three station, Philadelphia market... the fourth largest market in the nation.

BIG RASCALS kicked off in February and lifted WRCV-TV *269%* to *FIRST PLACE!*

In March, the ratings were still higher.

In an April-Nielsen survey, the BIG RASCALS captured a *228% GREATER ADULT AUDIENCE* than Susie, its nearest competitor.

BIG RASCALS not only brought WRCV-TV to first place but increased the *TOTAL VIEWERSHIP* of the 9-10 A.M. time slot!

**BIG RASCALS...133 RKO Comedies featuring Leon Errol.*

GF
GUILD FILMS
COMPANY INC
460 PARK AVE. N. Y. 22, N. Y. MU 8-5365
IN CANADA: S. W. CALDWELL LTD., TORONTO

SCHLITZ PLAYHOUSE OF STARS

Not many tv programs rate the adjective "memorable." And when it comes to half-hour filmed shows, the number is few, indeed. But "memorable" is the word for "Long Distance," last Friday's (July 25) offering of the *Schlitz Playhouse of Stars*.

Here was Harry Junkin's classic story of the wife who, a scant half-hour before the time of the execution, finds the evidence that proves her husband innocent of the murder he is about to die for. Here was Jessica Tandy at the telephone, calling the prison warden who refused to stop the execution without orders from someone, the governor (who was away and unreachable) or the judge, who might possibly be reached.

Here was Miss Tandy calling and talking to the judge's wife who said her husband was in San Francisco, probably at the Golden Gate Hotel; talking with mounting tension as the minutes ticked away to the maddeningly precise long distance operator, to the hotel, where the judge was not registered, to the wife again, to the long distance operator, ringing the judge's wife's sister with no answer, back to the judge's wife, back to the neighbor of the judge's wife's sister who had put the judge on a train for Seattle a few hours before, and breathlessly on and on to the drama's end.

Here was great theatre—not great drama; it was a little too contrived for that—but great entertainment that, for its half-hour, was guaranteed to keep every viewer's eyes glued to the screen of his tv set, guaranteed to leave him with a feeling he'd been through a half-hour such as tv all too seldom provides.

Week in, week out, *Schlitz Playhouse* comes up with better-than-average half-hour shows. Last week *Playhouse* out-topped its own best previous performance. To Miss Tandy, to Director John Brahm and to Associate Producer Joseph T. Narr, thanks for a truly memorable experience.

Production costs: $37,500.
Sponsored by Joseph Schlitz Brewing Co., Milwaukee, on CBS-TV, Fri., 9:30-10 p.m.
Produced by Revue Productions.

THE QUIZZES

In a summer remarkable for the flourishing quiz show, here are some of the varieties that have been developed:

Keep Talking

CBS-TV's *Keep Talking* is a welcome oasis in summer tv's Sahara. It has no isolation booths, no electronic switchboards and, most unbelievably of all, no cash prizes. Instead some wise old soul reasoned that to gather together such raconteurs and comedians as Ilka Chase, Martyn Green and Joey Bishop and allow them free play with themselves and the language might be fun.

The producer, alas, could not break entirely with the newest tradition, thus producing a decided artificiality. *Keep Talking* is a game, and there is a scoring system. The six panelists are divided into two groups. One member of each team is given a sentence which he must slip into a story line (begun by host Monty Hall) as smoothly as possible. Miss Chase may want to talk about porcupines, but Mr. Bishop is more concerned with his line about Columbus. It is all good ironic fun. One suggestion or rather plea: Please, Mr. Director, make those cards with the sentences plainer and larger. It's like trying to read Sanskrit through sun glasses.

Production costs: Approximately $12,500.
Sustaining on CBS-TV, Tuesday, 8:30-9 p.m. EDT. Started July 15.
Producer: Herb Wolf; Executive producer: Lester Gottlieb; director: Jerome Shaw; panelists: Shari Lewis, Paul Winchell, Danny Dayton.

Bid 'n' Buy

Rather than who will win what next, the interest might be what will they auction off next, maybe ebullient Bert Parks, an old-hand at tv quizzes, who emcees this show on CBS-TV. *Bid 'n' Buy* features a panel of four contestants who bid for the right to identify a silhouette or a picture flashed on a screen. They receive clues for their "money" (they get a cash stake at the start of the program), and if the contestant feels he isn't getting anywhere can auction off a remaining clue to another contestant. Prizes are offered in the *Price Is Right* manner. On the premiere, a Mercedes Benz (around $11,000 with the tires) and an $11,000-plus ensemble (including a mink) were won by the contestants, appropriately tremulous and thankful.

As for production, veteran Bert Parks keeps things going at a feverish pitch with nary a hitch. As for interest: This is for viewers who get a vicarious kick out of parlor games and loot.

Production costs: Approximately $15,000.
Sponsored by Revlon Inc. through Warwick & Legler on CBS-TV Tuesday, 10-10:30 p.m. Started July 1.
Co-producers: Robert Stivers and Irv Atkins; director: Seymour Robbie; announcer: Bill Rogers; scenic designer: John Ward.

Anybody Can Play

John Guedel, an old green-thumb quiz hand, has come up with one of the season's wittiest. *Anybody Can Play* is a satire on the whole quiz breed. One of the fast-moving Sunday evening games introduced an "officer of the Chase National Standard Research Co." to strains of the "Col. Bogey March." He was there to supervise panelists as they guessed the height and weight of a blond bathing beauty. Another guest, a glib, two-year-old boy, toddled in and exited on the hand of the resident girl helper (Dolores Reed) as the effects man cued in "Pomp and Circumstance." "All guests are flown in," it is announced at show's end behind a film clip of a rickety biplane plowing through the sky.

Animals, babies, beauties, all the human interest elements are used to humorous advantage in *Anybody Can Play*. The audience, for its prize, is asked to do nothing more taxing than guess the height, weight, age and quiz odds on the four panelists, who look like people, as opposed to professional tv contestants.

Proceedings are deftly handled by George

Unclouded Crystal Dome

or, Iowa Takes Its Weather Cirrus

Nothing's too good for Channel 2 watchers in Eastern Iowa. Besides lighting up at night (in color), this grounded version of Collins' aircraft weather radar gismo allows the WMT-TV audience to get its weather wholesale.

How it works. The plastic headdome is connected to the shindome; the shindome rotates 360°, spitting out impulses which hate weather; along comes a storm, say, and echoes beat it back to the wishdome which is connected to the scopedome which delivers a picture of the disturbance. This causes rejoicing in the autonomous news room* because newsdomes hate storms too and everyone gathers round while the scope on the weather set goes on camera and bang!

Any questions?

WMT CBS *Radio and Tv for Eastern Iowa*
The Radar Stations
National Reps: The Katz Agency

---

*It declared its independence one Fourth of July recently. The News Center operates for both radio and television. Facilities are consolidated at the tv station, with remote radio control. Included: Three major wire services supplying five leased wires; a leased wire to the Weather Bureau (in case our radar gismo gets autonomous), plus a private weather forecasting service; two picture services (AP and UP) for tv news. Staff includes six regular newsmen, a full time photographer, two people on Sports, and two on Farm; more than a hundred correspondents in surrounding communities supplying area news and pictures.

This is GARY COOPER and JEAN ARTHUR in "MR. DEEDS GOES TO TOWN", one of the all-time greats of the screen. Some of the other tremendous film-shows never before televised are represented in the panels at the right.

. . . THE NEW 65-FEATURE-FILM-SERIES FROM SCREEN GEMS THAT'S SURE TO MEAN MORE 'SUGAR' IN YOUR TV!

"the sweet 65"

65 famed screen hits from Universal and Columbia to suit every taste, with more big TV firsts than you can shake a rating at! IT'S EVERYTHING YOU WANT IN A POWER PACKED PROGRAM! IT'S EVERYTHING YOUR AUDIENCE WANTS IN TOP TV ENTERTAINMENT! IT'S EVERYTHING YOUR SPONSORS WANT IN A RATING-SURE SHOW!

...IN HIGH GEAR FOR OUR BIG YEAR!

SCREEN GEMS INC.

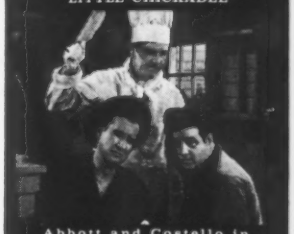
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD MIAMI TORONTO

Marlene Dietrich, John Wayne and Randolph Scott in "THE SPOILERS"

Rita Hayworth and Larry Parks in "DOWN TO EARTH"

W. C. Fields and Mae West in "MY LITTLE CHICKADEE"



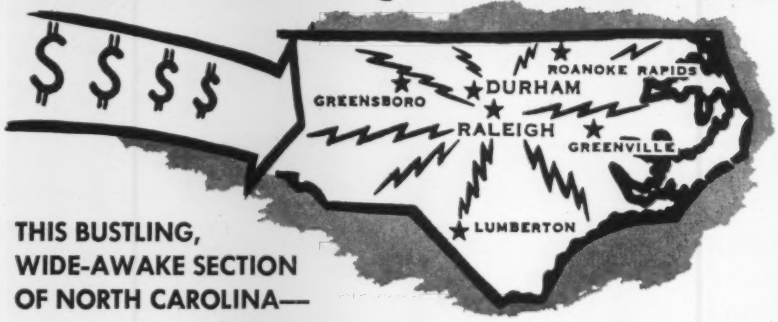
Abbott and Costello in "BUCK PRIVATES"

Dana Andrews and Susan Hayward in "CANYON PASSAGE"

Deanna Durbin and Ray Milland in "THREE SMART GIRLS"

Grace Moore and Franchot Tone in "THE KING STEPS OUT"

what a MARKET!



THIS BUSTLING, WIDE-AWAKE SECTION OF NORTH CAROLINA—

—from Greensboro to the coast, from Virginia to the South Carolina line—has the happy combination of industrialization and fertile, multi-crop farms. Per family retail sales are highest in the South, except Miami, and higher than in 11 central states. Population in this Carolina buy-land is more than two million. Merchandise *moves* in this market!

what a MEDIUM!

WRAL-TV
The regional station with the regional personality

POWERFUL, LOW-BAND WRAL-TV HAS A RATING RECORD SECOND TO NONE—

—in the rich Raleigh-Durham viewing zone. In the most densely populated section of its total coverage it has unduplicated NBC programming. Exclusive local features attract and hold loyal audiences. Handsome new studios, capable personnel, and the best production equipment—including a VIDEOTAPE recorder (first in North Carolina) and a $100,000 4-camera MOBILE UNIT—assure top quality handling of programs and commercials.

CAROLINA'S EYES ARE ON THE CAPITAL STATION

WRAL-TV Full Power Channel 5
NBC and Local Color
RALEIGH, NORTH CAROLINA

REPRESENTED BY H-R, INC.

Fenneman, m.c., who sustains the happy note of the Salem springtime commercials.

Production costs: Approximately $10,000. Sponsored by R. J. Reynolds Tobacco Co. for Salem cigarettes through William Esty Co. on ABC-TV Sunday, July 6, 8:30-9 p.m. EDT. Started July 6.
Producer: John Guedel (John Guedel Productions); director: John Alexander; writers: Mannie Mannheim, Eddie Mills, Marion Pollock.

Win With a Winner

It is improbable that NBC-TV itself has come up with a winner with this nondescript offering. Questions are relatively simple, albeit tricky on occasions, and prizes are on the insubstantial side.

On each program five studio players answer the same questions, with the home viewers able to see their answers projected on a screen over their heads. At the end of each show, the next week's contestants are introduced and briefly relate their background. Home viewers then are invited to send in postcard predictions on the order of finish for the next week. All postcards drawn during the show and which correctly list the winner earn the sender a share in an amount equal to that of the winner.

The program lacks the suspense of other tv giveaways that pit contestant against contestant for high stakes. This is not to say that astronomical prizes are a must—witness the audience popularity of *To Tell the Truth.*

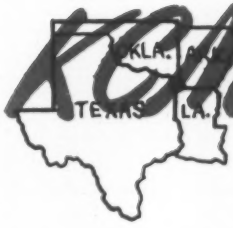
Sandy Becker, who has built a reputation as a pleasing host on children's programs, proves he can be a delightful host on a show slanted toward adults.

Production costs: Approximately $10,000. Sustaining on NBC-TV, Tuesday, 7:30-8 p.m. Started June 24.
Produced by Win Elliot and Peg Mayer; director: Alan Beaumont.

SEEN & HEARD

CBS News, which coined "The Ruble War," lost it last Monday night (July 21) by trying to televise what so obviously was a radio discussion. As a matter of fact, the hour-long discourse sounded immensely better the following evening on CBS Radio than it looked the night before.

However admirable the intent, the execution left much to be desired. Fact piled upon fact and then some may drive home a point —to wit, the West is fast losing Comrade Khrushchev's economic war by default. The body of CBS correspondents in attendance left little doubt that the once-laughed-at Soviet "peasant economy" is playing to SRO audiences throughout the world's under developed areas. But facts alone are not enough. This aptly-timed documentary cried for illustration. Save for a few feet of film brought back by Far Eastern correspondent Peter Kalischer, all the viewer got was a statistically-crammed pontification at the hands of newsmen who seemed rather unenthusiastic about the task that faced them. Participants included Howard K. Smith, Winston Burdett, Ernest Leiser, Richard C. Hottelet, Daniel Schorr and Mr. Kalischer.



KCMC-TV 5-Year Leadership in Four States Market Confirmed Stronger Than Ever

"If media throughout the country followed KCMC-TV's lead, the current recession would already be behind us . . ."

DODGE DIVISION
CHRYSLER CORPORATION
DETROIT 31, MICHIGAN

Sincerely,
Arnold C. Thomson
Advertising Manager

KCMC-TV TOOK THE LEAD OVER OTHER MEDIA USUALLY CONNECTED WITH "AUTO BUY NOW" PROMOTIONS

AUTOMOTIVE INDUSTRY LEADERS TESTIFY TO THE SPIRIT, COOPERATION AND RESULTS THAT SET KCMC-TV APART FROM OTHER STATIONS AS WELL AS OTHER MEDIA—MAKING THE FOUR STATES AREA AN EXCLUSIVE KCMC-TV BUY!

HERE'S WHAT HAPPENS WHEN IT'S A KCMC-TV SALES EFFORT

M-E-L DIVISION
Mercury · Edsel · Lincoln · Continental Imported Cars

"...we congratulate you on your leadership"

George O. Hackett, Manager
Sales Promotion & Training
MERCURY

Ford Motor Company
3000 SCHAEFER ROAD
DEARBORN, MICHIGAN

BEN R DONALDSON
DIRECTOR OF INSTITUTIONAL ADVERTISING
DEARBORN MICHIGAN

"I fully appreciate the enterprise in connection with the program outlined."

GENERAL MOTORS CORPORATION
DETROIT 2, MICHIGAN

"You and your station are certainly to be congratulated on the outstanding promotion job you did in connection with the local "Sale-O-Rama". It is evident that you gave this promotion a great deal of thought."

H. C. Botsford
Assistant Director
ADVERTISING SECTION

PLYMOUTH DIVISION
CHRYSLER CORPORATION
Detroit 31, Michigan
L. T. HAGOPIAN

"I was particularly impressed with the aggressiveness of your property as demonstrated by the merchandising co-operation you extended."

CHRYSLER CORPORATION
Detroit 31, Michigan

"...It was without a doubt one of the best we've seen yet."

J. R. Barlow
Manager
Product Advertising

This unanimous commendation and endorsement of KCMC-TV by virtually every manufacturer continues with these quotations:

". . . YOUR STATION DID A VERY FINE JOB IN PROMOTING THIS CAMPAIGN . . ."
OLDSMOBILE
C. D. BARKER

". . . WE ARE DELIGHTED TO HEAR OF THE GOOD RESULTS OBTAINED FROM THIS LOCAL PROMOTION . . ."
CADILLAC MOTOR DIVISION
W. T. LARUE

"WE CERTAINLY WISH TO CONGRATULATE YOU ON THE FINE SPIRIT OF SUPPORT AND CO-OPERATION YOU EXHIBITED DURING THE "SALE-O-RAMA . . ."
PONTIAC MOTOR DIVISION
W. H. TAYLOR

CBS
RICHARD M. PETERS
GENERAL MANAGER

KCMC-TV

TEXARKANA, ARKANSAS-TEXAS
100,000 WATTS Channel 6 MAXIMUM POWER
REPRESENTED BY VENARD, RINTOUL & McCONNELL, INC.

abc
JACK ROLLINGS
DIRECTOR, NATL. SALES & PRO.

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
HEARD IN LANSING COMBINED

LANSING

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S

WPON

OUR RESPECTS

to Edward John DeGray

American Broadcasting-Paramount Theatres in March sought an executive seasoned in station-network activity to help restore stability for its radio network at a time of extreme trouble.

The choice almost naturally fell in early April on Edward J. DeGray, a diffident, affable ABC Radio executive boasting an impressive 21-year record in most phases of broadcasting, particularly in sales, station relations and programming.

Mr. DeGray, the network's vice president in charge of stations—he had been with ABC Radio since only October 1955 when he joined as national director of station relations—was named vice president of ABC charged with responsibility for the radio network, and went to work at once to stamp out the fire. He started the slow process of rebuilding a network radio structure, its programming pared to the bone, in an uncomfortable position and badly in need of repair.

Soon after he took over, Mr. DeGray spoke candidly in terms of first taking a "good look" at the network, of talking to stations and to advertisers before he could "make sense." The inevitable poser of "will four radio networks survive?", he parried with, "At least three, and ABC Radio, for sure, will be one of them."

By July, Mr. DeGray's cautious, quiet approach to the task appeared fruitful. He was reporting the outlook favorable after only three months, with increased billing, stabilization of affiliates and new ones being added, and an expansion in the sales staff.

To describe Mr. DeGray as "friendly" would be understating. Associates say there are few people in the business better known by broadcasters or who personally know more broadcasters than Ed DeGray.

Edward John DeGray, born June 11, 1914, in New York, is a tall, well-built man (6 ft. 3 in., weight 220 lbs.), his hair prematurely greying. He is an ex-tennis champ who speaks softly, dresses conservatively, is called even-tempered by his associates and is known to feel there is nothing more golden than silence unless there is something important to shout about.

A younger DeGray is remembered by colleagues and friends. They recall the powerful young athlete who burned up tennis courts in high school, college and at Forest Hills, N. Y.

After public schooling in the Bay Ridge section of Brooklyn, he captained its Utrecht High School tennis team to its first city championship. No less a record was compiled at the U. of North Carolina (Mr. DeGray was No. 1 on the team and captain) where tennis prowess in 1936 won the school the intercollegiate championship of the Southern Conference. After UNC, Mr. DeGray continued the pace; as ranking player at Forest Hills (1940-43) he took part in major tournament play in the eastern grass circuit.

Mr. DeGray showed up at CBS in New York in 1937 and landed a job in the accounting department. This led to a move in 1940 to WBT Charlotte, then owned by a CBS subsidiary, as office manager and auditor. He later became national sales manager, assistant general manager, secretary and treasurer before the station was bought by Jefferson Standard Broadcasting Co.

In 1948 Mr. DeGray moved back to CBS New York in station relations work. He became national director of radio station relations and supervisor of radio co-op programs in 1953. Then, in early 1955, he left the network to become director of station relations for Vitapix, an organization designed to function as a central film buyer for member tv stations.

At Mr. DeGray's office at ABC, an initialed plaque made up of miniature crossed rackets and three small rubber balls—a present of co-workers—hangs on the wall as a reminder that this executive has a puckish humor. Not long ago, the company held a "tennis tournament," invited Mr. DeGray who modestly declined because he "didn't have a racket." He played anyway, and was "awarded" the plaque—the only visible evidence of his tennis background.

These days, Mr. DeGray finds it more difficult than ever to play on the courts, but manages to maintain membership at Heights Casino tennis club.

His home is in suburban White Plains, where he lives with his wife, the former Helen E. Anton, a New Yorker whom he married in September 1941, and their five children, Richard Edward, 14; Doris Ann, 12; Robert John, 10; Barbara Scott, 8, and Janet Miller, 1.

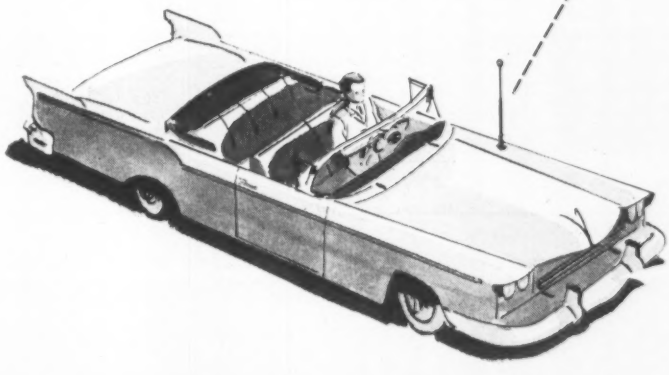
By habit, Mr. DeGray stays close to his job, apportions little time to outside hobbies or activities, holds membership in the Radio & Television Executives Society and is a member of the boards of NAB and Radio Advertising Bureau.

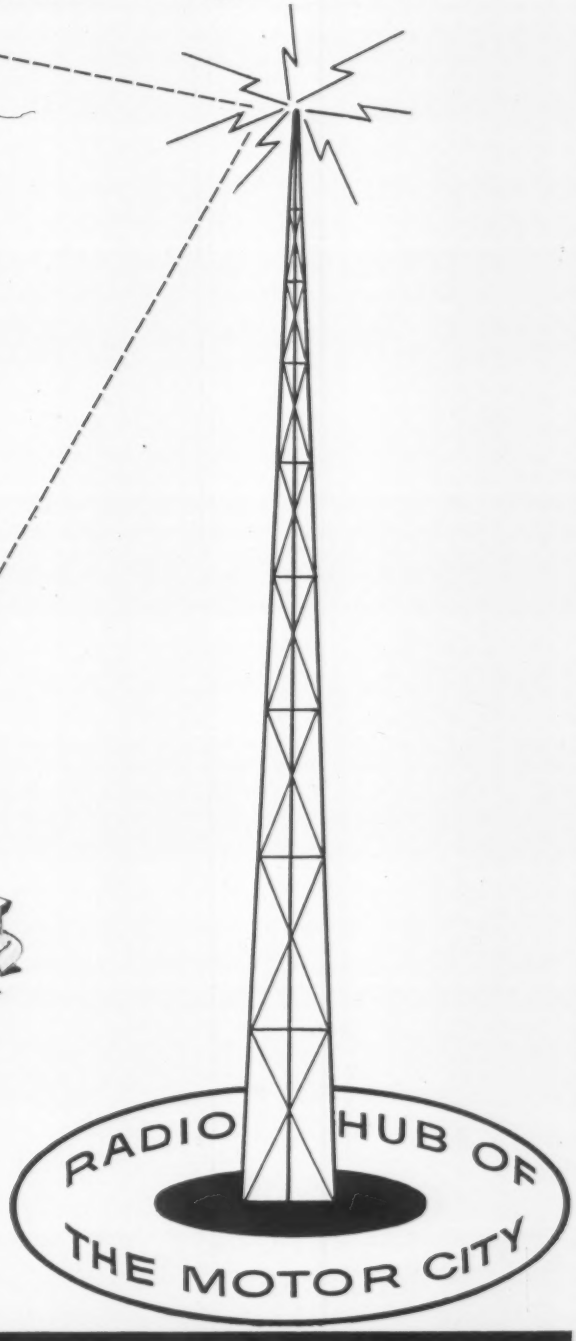
IN THE PUBLIC SERVICE OF GREATER DETROIT

"THE WKMH TRAFFIC COMMUNICATOR"

a WKMH origination

Throughout the peak travel hours of the day the Traffic Communicator, a uniformed policeman broadcasting directly from Detroit Police Headquarters, supplies "The Man on Wheels" with up-to-the-second reports on traffic conditions—accidents, tie-ups, routes to avoid. Special bulletins are rushed on the air seconds after news reaches Police Headquarters. In the City on Wheels, where over 81% of the families own cars—where over 65% use those cars as their principal means of transportation to and from work—this information is a MUST! Here is news broadcasting at its highest level—true public service!



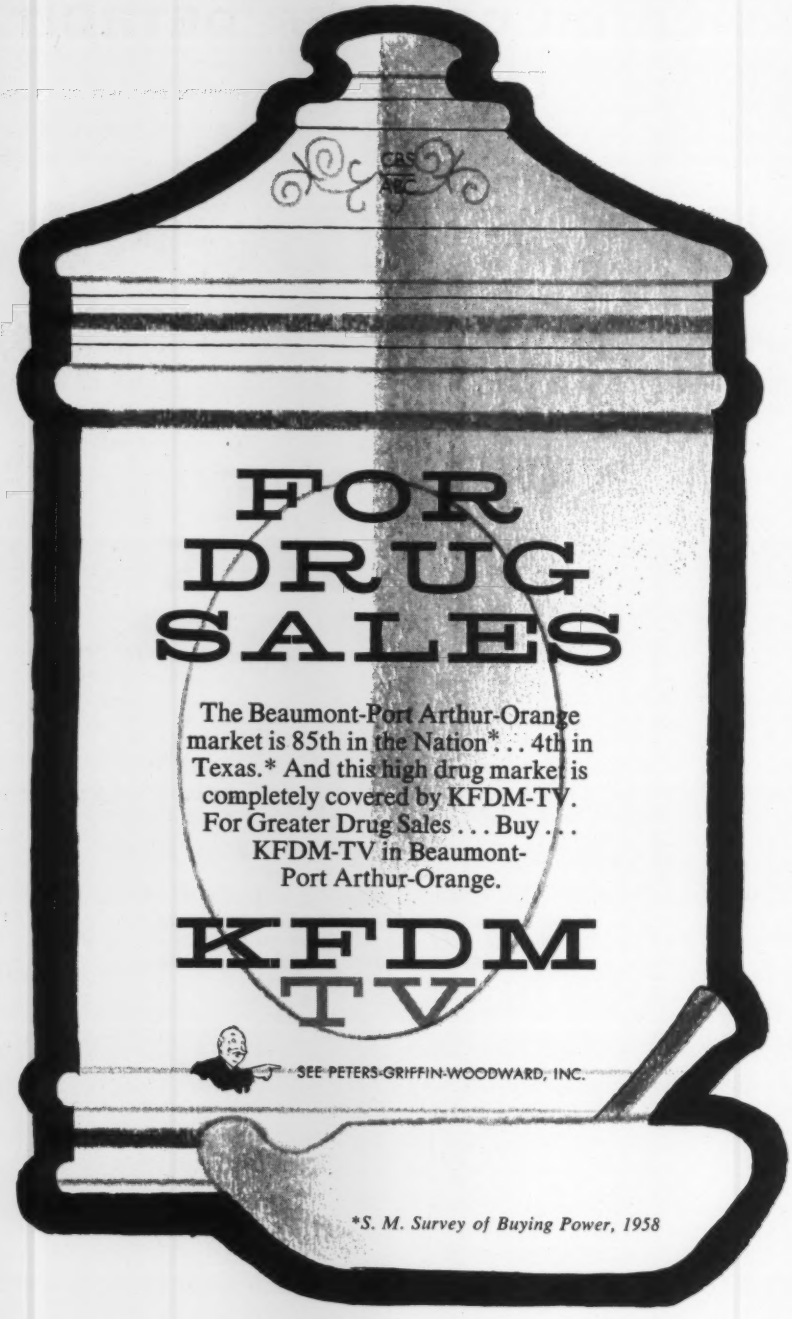


WKMH

DETROIT • DEARBORN

John Carroll, Managing Director

KNORR BROADCASTING CORP. FRED A. KNORR, PRES. Represented by HEADLEY REED


FOR
DRUG
SALES
The Beaumont-Port Arthur-Orange market is 85th in the Nation*... 4th in Texas.* And this high drug market is completely covered by KFDM-TV. For Greater Drug Sales . . . Buy . . . KFDM-TV in Beaumont-Port Arthur-Orange.
KFDM TV
SEE PETERS-GRIFFIN-WOODWARD, INC.
*S. M. Survey of Buying Power, 1958

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —

* Occupation Required

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle
STAFF WRITERS: Richard Erickson, Myron Scholnick, Benjamin Seff, Jim Thomas
EDITORIAL ASSISTANTS: Rita Cournoyer, Lee Edwards, Coleen Rothenberg
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Dwight Nicholas, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR: Frank P. Model
STAFF WRITERS: Diane Schwartz, Deanna Zeitlin

Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Stricker

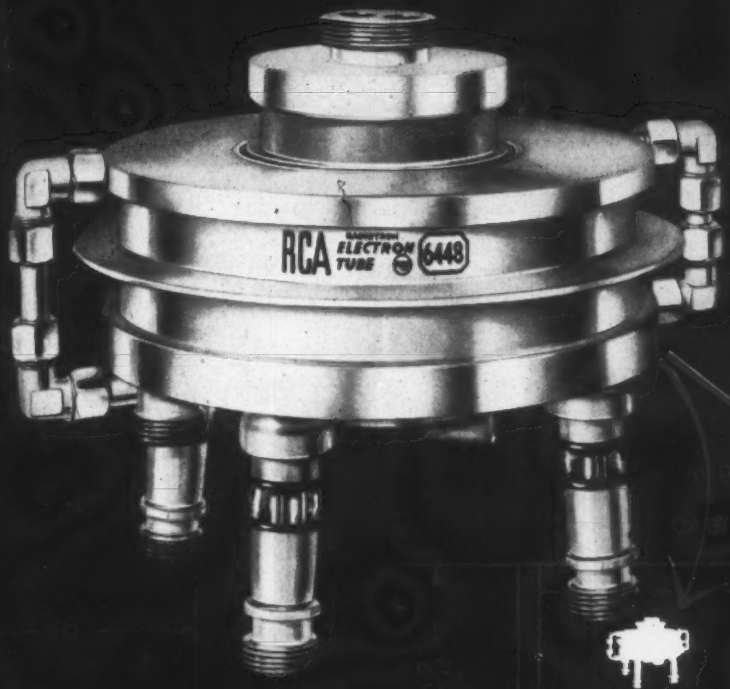
Toronto, 11 Burton Road, Zone 10, HUdson 9-2694
James Montagnes

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office
Copyright 1958 by Broadcasting Publications Inc.



RCA-6448 represents a sweeping technological advancement in power tube design that is opening a new era in UHF power levels.

13,634 HOURS

on Channels 22 and 34

. . . and still going strong!

Read what Chief Engineer Arthur R. O'Neil of WSBT-TV says about the performance of the RCA-6448:

"A combination of good operating personnel, proper care, and a well-designed tube has provided Station WSBT-TV 13,634 hours of service from an RCA type 6448 tube. The tube is still providing rated output with less drive than other tubes for similar service. It allows the transmitter to meet color specifications with no problems. Until January 1958, this tube was operated at WSBT-TV on Channel 34 and since this date has been operated on Channel 22."

Here again is an example of the extended service broadcasters are finding it possible to obtain from RCA power tubes—beyond "normal" life expectancy. DIRECT BENEFITS TO THE STATION: (1) Reduced transmitter maintenance, (2) more hours of service for your tube dollar.

Your RCA Industrial Tube Distributor is the ONE source for every RCA tube in broadcast and television station operations. Use his 'round the clock service.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**

How To Get More Hours From An RCA-6448

- Do not exceed the maximum rating of the tube—even momentarily.
- "Break-in" new tube in accordance with RCA technical bulletin (packed with each tube).
- Raise filament voltage gradually (prevents high initial surge current). Run both filament sections at same voltage—obtained from well-regulated supply.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25v per section). During long standbys, reduce normal value to 80%.
- Avoid stresses at glass and ceramic seals—especially when tightening or removing water fittings.
- Be liberal with plate water-flow. Avoid by-passing of cooling water before it gets to tube.
- Operate spare tubes periodically. Blow water from all ducts before storing or transporting.
- Keep all tube surfaces CLEAN—to avoid leakage and voltage breakdown.
- Check electronic protective circuits for correct sensitivity.

Will there be room here for you?

If you hurry.

Sponsors are rushing to participate in "Operation Daybreak" – the fabulous package with which ABC-TV is making a major entry into the field of daytime programming. 40 quarter hours were snapped up in the first 10 days!

The reasons are twofold:

1. "Operation Daybreak," with its unique plan for commercial dispersion, offers advertisers an opportunity to reach a maximum number of housewives – especially GET AGE housewives – throughout the day's peak viewing hours.

2. Because of the special rate structure available to advertisers who sign now, this tremendous number of viewers can be reached at the lowest cost-per-thousand in network TV today.

Easy to see why we're filling up fast. Easy to see, too, why your product should be in the package – while there's still room.

You get them at the *GET AGE* on *abc-tv*

Swans Down
MINUTE
ENRICHED
RICE
no cooking
BUFFERIN
BABY OIL
Johnson's
BABY OIL
Chef
BOY-AR-DEE
COMPLETE
PIZZA
PIE MIX
with CHEESE
and ITALIAN PIZZA SAUCE
INSTANT
POSTUM
JELL-O
INSTANT
SWANS
DOWN
FREE
YELLOW CAKE MIX
PRUNES

The Fox and the Grapes

(Aesop updated)

A hungry fox stole one day into a vineyard where many bunches of grapes hung ripe and ready for eating. But as luck would have it, they were fastened upon a tall trellis, just too high for the fox to reach. He jumped, and paused, and jumped again; but it was all in vain. At last he was fairly tired out and cried, "Take them who will—the grapes are sour!"

Now isn't that just like some radio stations? They jump and jump, and when they can't reach the pinnacle of popularity, they declare, "The grapes are sour!"

Moral: pick a *Plough* Station

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 4 JULY 28, 1958

THE FALL TV LINEUP

Nighttime shows worth $5 million a week now scheduled by the television networks

Despite a tough selling season, the first of its kind in tv history, more than $5 million a week in programming has been set for nighttime network tv exposure this fall.

There are still gaping holes to be filled, but those already closed represent virtually the same program costs set for the fall of 1957 at this time last year.

Along with the networks, the independent packagers emerge as prime program sources. The top six alone account for more than one-third of the 110 regularly scheduled evening series currently set.

Heading the list is MCA—down for 10 nighttime shows representing approximately $462,000 in production costs each week. Screen Gems with eight programs and Warner Bros. with six take the runner-up spots and stand to receive about $320,000 and $406,000, respectively.

Goodson-Todman, Desilu Productions and Ziv Television Programs round out the big six, dividing 14 shows almost equally.

The 1958-59 program schedule includes 35 new shows. But it promises no radical departure from last year's program picture—except perhaps for a modest return to comedy with such veterans as Milton Berle and Ed Wynn returning to NBC and Jackie Gleason to CBS, while *The Mad Show*, a Pat Weaver package, moves into ABC. Many of the shows are returnees in new dress.

One major dramatic show, the filmed *Desilu Playhouse*, checks in to assume the place of several that have left. Quiz shows and giveaways figure conspicuously by figuring more inconspicuously this year. Where they threatened at one time to take over the dial, they appear in the new lists more as a splinter group.

In production costs the new fall lineup ranges from a top of $110,000 weekly for NBC-TV's *Perry Como Show* to a low of $8,000 for *Post-Fight Beat*, also on NBC.

Sales still are running well behind last year's pace—about 4¾ hours a week behind, in total. Among them, the three networks have 15¾ hours of prime nighttime periods still unsold. At this time a year ago they were still looking for sponsors for a total of about 11.

ABC is 6¾ hours short of nighttime sellout now—just as at this time last year—but because station lineups are considerably longer on this year's sales, officials say total billings now are much higher on the same number of hours already sold. NBC now has five hours to go; at this time a year ago it had about three. CBS has four open compared to one and a quarter last year. NBC figures include the availability of Sunday 7-7:30 p.m., a time period sold out on the other two networks.

Despite the slowdown, all three networks look for new activity during the next month. With general business conditions soft, many advertisers have been frankly taking their time making their moves.

The $5 million weekly commitment for nighttime programming relates to production costs alone. Time costs are not counted. Nor are scores of special productions.

The new shows to appear on ABC-TV this fall include *Interplay, Lawman, Mad Show, Naked City, Rifleman, Donna Reed Show, Rough Riders, 77 Sunset Strip, Man with a Camera, Music from Manhattan* and *Patti Page*.

Among new programs on CBS-TV are: *Rawhide, Desilu Playhouse, Ann Sothern Show, Number Please, Invisible Man, World of Giants, Derringer, Jackie Gleason Show, The Texan, Your Hit Parade* and the *Garry Moore Show*.

Additions to NBC-TV's schedule will include *Brains and Brawn, Cimarron City, Steve Canyon, Love and Marriage, Northwest Passage, George Burns Show, Ed Wynn Show, Behind Closed Doors, Milton Berle Show, Bat Masterson, Peter Gunn* and *Arthur Murray Show*.

Following is a roll-call of shows by the six leading independent packagers:

MCA and its divisions with 10 shows: *Alfred Hitchcock Presents, General Electric Theatre, Tales of Wells Fargo* (Overland), *Wagon Train* (Revue), *This Is Your Life, Schlitz Playhouse* (Revue), *Lux Theatre* (Revue), *M Squad* (Revue), *Cimarron City* (Revue) and *Dragnet* (Sherry).

Screen Gems with eight shows: *Jefferson Drum* (with Goodson-Todman), *Alcoa-Goodyear Theatre, Father Knows Best, Naked City, Donna Reed Show, Ed Wynn, Behind Closed Doors* and *Rin Tin Tin*.

Warner Bros.-Tv with six shows: *Lawman, Maverick* (with ABC-TV and Kaiser Industries), *Cheyenne, Sugerfoot, Colt .45* and *77 Sunset Strip*.

Goodson-Todman with five shows: *Number Please, To Tell the Truth, I've Got a Secret, The Price Is Right* and *Jefferson Drum* (with Screen Gems).

Desilu with five shows: *Desilu Playhouse, Ann Sothern Show, I Love Lucy, The Lineup* and *The Texan*.

Ziv Television programs with four shows: *World of Giants, Bat Masterson, Rough Riders* and *Tombstone Territory*.

Two signs of softness in television last week were these:

• Robert P. Mountain, radio-tv vice president of Young & Rubicam, New York, commented on current television buying while in Hollywood to look for fall programs.

He said that program prices were being reduced. But the buyer's dilemma is whether to buy now or gamble on further reductions. Waiting has its hazards, he said. If a rush of buying begins, the market may firm up fast: If that happens, there will be a scramble for dwindling availabilities, program prices will rise, and buyers who waited will have lost their bargains.

• In assembling program costs for this story last week, BROADCASTING discovered that *Jackie Gleason Show* was now budgeted at two-thirds original estimates. When the show was announced, it was reported it would have a weekly budget of $90,000. It is now pegged at $62,000.

The programs, the costs, the advertisers, the agencies, the packagers, the openings

HOW NETWORK TV LOOKS FROM HERE

What the television networks' 1958-59 nighttime schedule will offer, what it will cost in production, who the independent packagers are and what selling still remains to be done are all reflected in the accompanying table. Periods unsold to date carry the notation "available." Program times and sales information were supplied by the respective networks. Production costs, although not official, were estimated by BROADCASTING on the basis of the best information available from a number of sources. Program times are in terms of current New York time as of the date of broadcast. Agencies handling accounts are listed in parentheses ( ); production firms are shown in brackets [ ]; starting dates indicate commencement date for beginning of fall cycle.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Maverick* $70,000 Kaiser Drackett (Y&R) Half of 8-8:30 available [Warner Bros.] 9/21	*Jack Benny* $85,000 (9/21) alt. with *Bachelor Father* $50,000 9/28 American Tobacco (BBDO) [Bachelor Prod.]	*Jefferson Drum* $35,000 [Goodson-Todman with Screen Gems] Available 9/14
8:00		*Ed Sullivan Show* $90,000 Mercury Cars (K&E) Eastman Kodak (JWT) Continuing	*Steve Allen* $85,000 Greyhound (Grey) DuPont (BBDO) Polaroid (DD&B) [Bellmeadows] 9/7
8:30	*Law Man* $41,000 R. J. Reynolds (Esty) [Warner Bros.] 10/5		
9:00	TBA Available	*GE Theatre* $50,000 General Electric (BBDO) [Revue] 9/21	*Dinah Shore* *Chevy Show* $100,000 Chevrolet (Campbell-Ewald) [Henry Jaffe Ent. & NBC-TV] 10/5
9:30	*Interplay* $35,000 [Showcase Prod. from Canada] Available Undetermined starting date	*Alfred Hitchcock* $45,000 Bristol-Myers (Y&R) [Revue] 10/5	
10:00		*$64,000 Question* $35,000 Revlon (W&L) Lorillard (L&M) [EPI] 9/28	*Loretta Young* $50,000 P&G (Benton & Bowles) [Lewislor & Wm. Morris] 10/5
10:30		*What's My Line* $25,000 Kellogg (Burnett) Helene Curtis (Tatham-Laird) [CBS-TV] Continuing	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Disneyland* $94,000 Kellogg (Burnett) 45 min. available [Disney] 9/10	*Invisible Man* $40,000 Available [Official Films] 10/1	*Wagon Train* $85,000 Ford (FC&B) National Biscuit (McCann-Erickson) 15 min. available [Revue Prod.] 10/1
8:00		*World of Giants* $40,000 Available [Ziv] 10/1	
8:30	*Ozzie & Harriet* $37,000 Eastman Kodak Quaker Oats (both JWT) [Stage Five Prod.] 9/24	*To Tell the Truth* $25,000 Marlboro (Burnett) [Goodson-Todman] 9/24	*Price Is Right* $28,000 Lever (JWT) Speidel (NC&K) [Goodson-Todman] 9/24
9:00	*Donna Reed Show* $40,000 9/24 Campbell Soup (BBDO) Shulton (Wesley) [Screen Gems]	*The Millionaire* $37,000 Colgate (Bates) [Don Fedderson] 9/3	*Milton Berle* $52,500 Kraft (JWT) [Sagebrush (Wm. Morris)] 10/8
9:30	*Patti Page* $45,000 Oldsmobile (Brother) [Ted Mills] 9/24	*I've Got A Secret* $25,000 R. J. Reynolds (Esty) [Goodson-Todman] Continuing	*Bat Masterson* $42,000 Kraft (JWT) [Ziv] 10/8
10:00	*Wednesday Night* *Fights* $45,000 Miles Labs (Wade) Mennen (Grey) [Lester Malitz] Continuing	*U. S. Steel Hour* $60,000 U. S. Steel (BBDO) alt. with *Armstrong Circle* *Theatre* $50,000 Armstrong Cork (BBDO) [Talent Assoc.] 10/1	*This Is Your Life* $40,000 P&G (Compton) [R. Edwards (MCA)] 9/24
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Leave It To Beaver* $13,000 Miles (Wade) Ralston (Gardner) [Gomalco Prod.] 10/2	*I Love Lucy* $20,000 Clairol (FC&B) Pillsbury (Campbell-Mithun) [Desilu] 10/2	TBA Available
8:00	*Zorro* $39,000 Seven-Up (JWT) A. C. Sparkplug (Brother) [Disney] 10/9	*December Bride* $35,000 General Foods (B&B) [CBS] 10/2	*Ed Wynn Show* $42,000 Liggett & Myers (McCann-Erickson) [Screen Gems] 9/25
8:30	*The Real McCoys* $35,000 Sylvania (JWT) [Irving Pincus] 10/2	*Derringer* $35,000 S. C. Johnson (NL&B) [Don Sharpe] 10/2	*Twenty-One* $25,000 Pharmaceuticals (Parkson) [Barry-Enright for NBC] 10/25
9:00	*Pat Boone* $60,000 Chevrolet (Campbell-Ewald) [Cooga-Mooga] 10/2	*Zane Grey Theatre* $35,000 10/2 S. C. Johnson (NL&B) General Foods (B&B) [Four Star Prod.]	*Behind Closed* *Doors* $38,000 10/2 Whitehall (Bates) L&M (DFS) [Screen Gems-Sam Gallu]
9:30	*Rough Riders* $23,000 Lorillard (L&N) half available [Ziv] 10/16	*Playhouse 90* $75,000 American Gas Assn. (SSC&B) Kimberly Clark (FC&B) All State Ins. (Burnett) R. J. Reynolds (Esty) [CBS-TV] 9/25	*Ford Show* $50,000 Ford (JWT) [Betford Prod.] 10/2
10:00	*Tombstone* *Territory* $42,000 Available [Ziv] Undetermined starting date		*You Bet Your Life* $50,000 Lever (JWT) Toni (Tatham- Laird) [NBC] 9/25
10:30			*$64,00 Challenge* $30,000 Lorillard (L&N) [EPI] 9/18

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Mad Show* $63,000 Available [Pat Weaver] Undetermined starting date	*Rawhide* $50,000 Available [CBS] 9/29	*Tic Tac Dough* $26,000 P&G Agency unassigned [Barry-Enright] for NBC] 9/29
8:00			*Restless Gun* $37,000 P&G (Burnett) Sterling (DFS) [Window Glen Prod.] 9/22
8:30	*Bold Journey* $9,000 Ralston Purina (GB&B) [Advance Prod.] Continuing	*Father Knows Best* $45,000 Scott Paper Co. (JWT) [Screen Gems] 9/22	*Wells Fargo* $40,000 American Tob (SSCB) Buick (McC.-E.) [Overland (MCA)] 9/8
9:00	*Voice of Firestone* $37,500 Firestone (Sweeney & James) 9/8	*Danny Thomas Show* $45,000 General Foods (B&B) [Marterto Prod.] 10/6	*Mr. Peter Gunn* $40,000 Bristol-Myers (DCS&S) [Don Sharpe Prod.] 9/22
9:30	*Top Tunes & New Talent* $19,000 Plymouth [Grant] (Teleklew Prod.) 8/25	*Ann Sothern Show* $37,500 General Foods (B&B) [Desilu] 10/6	*Alcoa/Goodyear Theatre* $50,000 Alcoa (FS&R) Goodyear (Y&R) [Screen Gems] 9/29
10:00		*Desilu Playhouse* $80,000 Westinghouse (McCann- Erickson) [Desilu] 10/6	*Arthur Murray Party* $30,000 Lorillard (L&M) Undetermined starting date
10:30			

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* $90,000 alt. with *Sugarfoot* $83,000 Johnson & Johnson (Y&R) Nat. Carbon Co. (Esty) American Chicle (Bates) P&G (Compton) 15 min. available [Warner Bros.] 9/16	*Name That Tune* $25,000 Kellogg (Burnett) Whitehall (Bates) [Harry Salter] 8/19	*Dragnet* $42,000 Available [Sherry Tv (MCA)] 9/23
8:00		*Number Please* $25,000 Brown & Williamson (Bates) [Goodson- Todman] 9/30	*Gobel-Fisher Show* $85,000 RCA (K&E) Liggett & Myers (McCann-Erickson) [Gomalco] 9/23 for Gobel [Ramrod] 9/30 for Fisher
8:30	*Wyatt Earp* $30,000 General Mills (DFS) P&G (Compton) [Lou Edelman] 9/16	TBA Available	
9:00	*Rifleman* $35,000 Miles Labs (Wade) Ralston-Purina (Gardner) P&G (B&B) [Four Star Prod.] 9/30	*Arthur Godfrey* $40,000 Pharmaceuticals (Parker) Toni Co. (North) [CBS-TV] 9/23	*Dotto* $25,000 Colgate (Bates) [Frank Cooper Assoc.] Continuing
9:30	*Naked City* $35,000 Brown & Williamson (Bates) Quaker Oats (JWT) [Screen Gems] 9/30	*Red Skelton* $50,000 S. C. Johnson (FC&B) Pet Milk (Gardner) [CBS-TV] 9/30	*Bob Cummings Show* $40,500 R. J. Reynolds (Esty) [McCadden Films] 9/23
10:00	*Colt .45* $40,000 Available [Warner Bros.] Undetermined starting date	*Garry Moore* $80,000 Revlon (W&L) Kellogg (Burnett) 9/30	*The Californians* $37,000 Singer (Y&R) Lipton (Y&R) [Calif. Prod.] 9/23
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Rin Tin Tin* $35,000 National Biscuit (K&E) [Screen Gems] 9/5	*Your Hit Parade* $35,000 American Tob. (BBDO) [CBS-TV] 10/3	TBA Available
8:00	*Man With a Camera* $34,000 General Electric Grey half available [Sharpe-Lewis] 10/10	*Trackdown* $40,000 Socony Mobil Oil (Compton) American Tob. (BBDO) [Four Star] 9/5	*Love and Marriage* $37,000 Available 9/26
8:30	TBA Available	*Jackie Gleason* $62,000 Lever Pharmaceuticals (Parkson) [CBS-TV] 10/3	*Northwest Passage* $42,000 [MGM] Available 9/26
9:00	*ESP* $30,000 Cheseborough- Ponds (NCK) [Providence Prod.] Continuing	*Phil Silvers* $50,000 Reynolds (Esty) Schick (B&B) [CBS-TV] 9/26	*M Squad* $40,000 American Tob. (SSCB) half available [Revue] 9/19
9:30	*77 Sunset Strip* $82,000 American Chicle Whitehall Carter (all Bates) [Warner Bros.] Undetermined starting date	*Lux Playhouse* $40,000 Lever (JWT) alt. *Schlitz Playhouse* Schlitz (JWT) [Revue] 10/3	*George Burns* $50,000 Colgate (Bates) 10/3
10:00		*The Line Up* $40,000 P&G (Y&R) [Desilu] 9/26	*Cavalcade of Sports* $20,000 Gillette (Maxon) Continuing
10:30		*Person To Person* $35,000 P. Lorillard (L&N) half available [CBS-TV] Continuing	*Post Fight Beat* $8,000 Bristol-Myers (DCSS) Continuing

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Dick Clark Show* $18,000 Beechnut Life Savers (Y&R) [ABC] Continuing	*Perry Mason* $60,000 Available [Pasani Prod. with CBS-TV]	*People Are Funny* $30,000 R. J. Reynolds (Esty) Toni (North) [Guedel Prod.] 9/13
8:00	*Jubilee USA* $15,000 [Crossroads TV] Available Continuing		*Perry Como Show* $110,000 Sunbeam (Perrin- Paus) American Dairy (Campbell-Mithun) Kimberly Clark (FC&B) RCA-Whirlpool (K&E) Noxzema (SSCB) Chemstrand (DDB) [GAC] 9/13
8:30		*The Texan* $37,000 Brown & Williamson (Bates) [Desilu] 9/6	
9:00	*Lawrence Welk* $14,500 Dodge (Grant) [Teleklew] Continuing	*Gale Storm Show* $35,000 Nestle (Bryan Houston) half available [Hal Roach Prod.] 9/6	*Steve Canyon* $44,000 Liggett & Myers (McCann-Erickson) [Pegasus Prod.] 9/13
9:30		*Have Gun, Will Travel* $37,000 Lever (JWT) Whitehall (Bates) [Filmaster] 9/20	*Cimarron City* $40,000 Available [Revue Prod.] 9/27
10:00	*Music from Manhattan* $15,000 Manhattan (Peck) [Assn. Booking Corp.] 9/20	*Gunsmoke* $40,000 L&M (McC.-E.) Remington Rand (Compton) [CBS-TV] 9/6	
10:30			*Brains & Brawn* $32,000 Liggett & Myers (McCann-Erickson) [Wm. Morris] 9/6

Call for Philip Morris cigarette brand to be heard again on television this fall

The "call for Philip Morris" will be heard again on television this fall after a lapse since early spring, it was learned last week.

The ailing non-filter brand, whose sales have declined by an average 29% as the parent company's filter brands have made rapid strides forward, is slated to share costs and commercial time with companion-brand Marlboro on the latter's participation in pro-football sponsorship next season.

PM's return to network tv, it's understood, is being prompted by broadcast-conscious Leo Burnett Co., which takes over the account from N. W. Ayer & Son in mid-September. Burnett also services Marlboro and Philip Morris Inc. corporate advertising [ADVERTISERS & AGENCIES, June 16].

While formal arrangements remain to be made with the stations concerned—158 CBS-TV affiliates—present plans call for PM brand pick up 20% of game sponsorship in those markets where Marlboro has a third sponsorship, 25% where Marlboro picks up half the tab.

Marlboro brand, meanwhile, is thinking of beefing up the radio segment of its broadcast budget. Heretofore, it has used radio relatively little, putting 25% of its total budget (estimated at a conservative $10 million) in television. Under discussion: a plan to buy local live commercial time in popular disc-jockey shows in such major markets as Los Angeles and Chicago. The reason behind this move is that Marlboro apparently has made great headway in semi-urban markets where its year-round sports program has its greatest audience potential. Marlboro officials unconditionally link Marlboro sale spurts to tv sports, but feel they could improve metropolitan sales through "the man who knows the market best"—the local d.j.

Another PM brand, "new" high-filtration Parliament, is looking for "suitable tv network properties" to bolster its 52-week saturation tv spot campaign in about 44 markets.

Parliament brand manager Jack Landry said that "if we find what we're looking for" —and he didn't say what—"we'll go back on network." Parliament last January reappeared on the market as a popular-priced item in a flip-top box. Through Benton & Bowles, it picked up portions of NBC-TV's *Suspicion*, then relieved Philip Morris brand on ABC-TV's *Mike Wallace Interview*, and shortly before leaving network tv this spring, took over for a two-week period Marlboro's vacated segment of CBS-TV's *Playhouse 90*. (In that time, the brand "quadrupled" its sales, according to advertising manager Blake Henry.)

While spot tv now is its "primary" medium, Parliament intends to cut back its spot activity should it find the network show it seeks. So far, Parliament has agreed to pick up six minor positions between September and December on CBS-TV's *To Tell the Truth* which Marlboro sponsors with Geritol (Pharmaceuticals Inc.).

With Philip Morris Inc.'s mentholated Spud and Benson & Hedges premium brands (respectively, through Ogilvy, Benson & Mather and Doyle Dane Bernbach) out of radio-tv, Marlboro now is the biggest broadcast buyer in PM's family. Spud in summers previous has used limited spot, and B&H brand, when handled by Benton & Bowles, bought radio time on "good music" stations.

Marlboro, which quit *Playhouse 90* because it felt that program's multiple-sponsorship structure inimical to its interests, intends to remain a year-round sports program backer on the theory that the "he-man image" is best perpetuated through sports. But Marlboro advertising manager Perry Leary, quick to acknowledge the female market for Marlboro, adds that "since women like a man's cigarette, we're careful to pick sports shows we know appeal to women as well." Its "sports program" got under way in April 1957 with CBS-TV's *Baseball Game of the Week*, continuing into the autumn with pro-football, through the winter with ice hockey and back into spring with baseball.

PM'S BIG THREE ON RADIO-TV

This is the way Marlboro's sports program shapes up for the next six months:

• Pro Football—Between Sept. 28 and Dec. 21 on approximately 158 CBS-TV affiliates, Marlboro will pick up: a third of the New York Giants on an 18-station network with P. Ballantine & Sons (William Esty Co.) picking up another third, the remaining third being unsold; half of the Washington Redskins on a 41-station network with Amoco (Joseph Katz Co.); half of the Baltimore Colts on a 3-station network with National Brewing Co. (W. B. Doner & Co.); half of the Pittsburgh Steelers on a 4-station network with Duquesne Brewing Co. (Vic Maitland & Assoc.); a third of the Cleveland Browns on a 130-station network with Carling Brewing Co. (Benton & Bowles) and Standard Oil Co. Ohio (McCann-Erickson); half of the Philadelphia Eagles on a 3-station network with the other half still unsold; a third of the Green Bay Packers on a 12-station network with Theo. Hamm Brewing Co. (Campbell-Mithun) and Standard Oil Co. Indiana (D'Arcy Adv.); a third of the Detroit Lions on an 8-station network with Speedway Petroleum Corp. (W. B. Doner & Co.) and Goebel Brewing Co. (Campbell-Ewald); a third of the Chicago Bears and Chicago Cardinals on a 65-station network with Standard Oil Co. Indiana (D'Arcy Adv.) and Falstaff Brewing Corp. (Dancer-Fitzgerald-Sample); and a third of the Los Angeles Rams and San Francisco '49ers on a 22-station network with Falstaff (D-S-F) picking up a third and possibly the Pacific Coast Ford Dealers Assn. picking up the remaining third.

• Ice-Hockey—The season gets underway on CBS-TV Oct. 18-Dec. 6, followed by a three-week hiatus after which Marlboro will come in from Jan. 3-March 21. Last year, Marlboro picked up all of the games (with a few exceptions to make room for such regional advertisers as Carling Brewing Co. and Stroh Brewery Co.). Present indications point to Marlboro once again going solo on the 110-station lineup.

• Baseball—Not set as yet. CBS sports director Bill MacPhail said last week that his department had not yet scheduled any baseball games, but that he expected it would "before too long." Baseball season gets underway the second week of April and Marlboro advertising manager Perry Leary thinks that the cigarette will once again "be interested."

Industry observers this past spring were hard pressed to determine Marlboro's broadcast strategy; they pointed to what they called "erratic buying," but Marlboro ad officials set the picture straight last week. They explained that between the time Marlboro dropped *Playhouse 90* and picked up *To Tell The Truth*, it had to keep on the air "by hook or crook." Thus, it made what it now calls "special opportunity buys," such as CBS Radio's coverage of the Sugar Ray Robinson-Carmen Basilio fight and local syndicated film shows.

Philip Morris executives also explained Parliament's sudden abandonment of network tv earlier this year. Parliament ad manager Blake Henry noted that the brand dropped its "filter trap count" this spring (coinciding with the introduction of American Tobacco's Hit Parade cigarette which claimed 400,000 filter traps). To put across its new theme of "No Filter Feedback," Parliament stepped up tv spot, also bought a "one-week radio saturation blast" in about 45 markets. It expects the theme to be fully established by the time Parliament is ready to renew its network activities.

Meanwhile, there was an interesting sidelight to the Philip Morris brand story late last week. The cigarette company announced

SMOKES HOT ITEMS

Where there's smoke, there's fire. Last week, two major cigarette manufacturers—both of them heavy radio-tv spenders—reported hot sales for the quarter that ended June 30.

P. Lorillard Co. (Kent, Old Gold, Newport) realized a 334% increase in net profits in the first six months of this year, with sales for the three-month period April-June up 107% to an all-time quarter high of $117,172,-418. This figure may well be reflected in future Lorillard radio-tv activities; its advertising budget already has shot up past $20 million from $14.8 million two years ago.

R. J. Reynolds Tobacco Co., enjoyed a satisfactory gain in profits and sales. Second quarter net earnings were up 24.8% over a similar period in 1957 while sales rose 5.4% to $285,696,000.

Messrs. Lewis Gruber and Bowman Gray, presidents, respectively, of Lorillard and Reynolds, each cited as principal reasons for their companies' success the continued growth of the filter-tip market. In Lorillard's case, it's Kent; R. J. Reynolds' "comer" is Winston, though Reynolds still produces the world's leading brand, Camel. Agencies: Lennen & Newell for Lorillard, William Esty Co. for Reynolds.

that starting tonight (July 28), it would sponsor, on a specially-linked Australian radio network, taped rebroadcasts of its *Philip Morris Country Music Show* which was heard Sundays, 9:05-9:30 p.m. on CBS Radio between January 1957 and this past June. Sponsor is Philip Morris (Australia) Ltd., through J. Walter Thompson Co. Ltd., Melbourne.

Robert Hall Fall Commercials To Exceed Record of Last Year

Robert Hall Clothes, New York, one of the largest family clothing chains, plans to increase its radio and television activity by 10 to 15% over last year, Jerry Bess, vice president, Frank B. Sawdon Inc., announced last week.

Starting in August, Robert Hall will have tv spots on 110 television stations and on 175 radio stations throughout the country. Last year Robert Hall was listed by TvB as the 13th largest user of tv spots.

The increase in fall activity over last year's record campaign, Mr. Bess explained, is due chiefly to Robert Hall's fall expansion program which calls for new stores in Ann Arbor, Jackson, Battle Creek and Muskegon, all Michigan; Elgin, Ill.; Ft. Wayne, Muncie and Indianapolis, all Indiana; Lima, Ohio, and East Hartford, Conn.

In addition to the regular schedule, Robert Hall will increase tv activity to a new high in New York, Chicago, Detroit, Baltimore, Washington and Los Angeles.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

SUNSET RESIDENTS • Whitehall Pharmaceuticals, Carter's Little Liver Pills and American Chicle, all placed through Ted Bates & Co., will co-sponsor *77 Sunset Strip* on ABC-TV Friday, 9:30-10:30 p.m., starting Oct. 3. Filming starts this week at Warner Bros.

RAIDERS CORNERED • Brown & Williamson Tobacco Corp. (Raleigh cigarettes), Louisville, Ky., has signed to sponsor Ziv Television Programs' new half-hour adventure series, *MacKenzie's Raiders* in 19 markets throughout country, starting in October. Transaction, completed in advance of film's release for syndication, was arranged for sponsor by Keyes, Madden & Jones, Chicago-New York, and calls for sponsorship of series in Detroit, Pittsburgh, Cleveland, Baltimore, Minneapolis-St. Paul, Cincinnati, Milwaukee, Buffalo, Seattle, New Haven, Louisville, Raleigh-Durham, Utica-Rome, Chattanooga, Knoxville, Saginaw-Bay City, Roanoke-Lynchburg, Washington and Portland, Ore. Series, based on post-Civil War exploits of Col. Ranald MacKenzie and Fourth Calvalry, is being shot by Ziv Tv on location in Rio Grande country.

SUMMER MENU • C. F. Sauer Co. (Duke mayonnaise, dressings, oil, Sauer spices, extracts) is intensifying radio spot activity through VanSant Dugdale, Baltimore, for summer salad-sandwich promotion. Humorous minute and 20-second spots are scheduled on saturation basis over 26 stations. Primary market targets: Atlanta; Jacksonville, Fla.; Charlotte, Greensboro and Raleigh, all North Carolina; Columbia and Greenville, both South Carolina, Memphis, Tenn.; Norfolk and Richmond, both Virginia.

BUICK ACTION • Buick Motor Div., General Motors Corp. has signed for eight-week dramatic series, *Buick Action Theatre*, to be seen on ABC-TV on Fridays, 9:30-10 p.m., starting Aug. 22. McCann-Erickson, N. Y., is agency.

ONE-SHOT SERIES • Union Carbide Co.'s National Carbon Co. (Prestone anti-freeze), through William Esty Co., both N. Y., has signed for *World Series Special* one-shot NBC-TV presentation to be aired Sept. 30, 10:30-11 p.m. Pre-World Series broadcast will be conducted by sportscaster Mel Allen.

SPOT PLAY FOR TOYS • Bar-Zim Toy Mfg Co., Jersey City, new advertiser, will make debut in tv spot with $100,000 for tv spot drive on behalf of "Tap-A-Song" musical toy and "Likeable Louie" for 13 weeks beginning Sept. 1. Seven stations are lined up in New York, Chicago, Cincinnati, Detroit, Columbus and Philadelphia. Friend-Reiss Adv., N. Y., is agency.

AMOCO ADDS • American Oil Co., N. Y., is supplementing its southern states lineup of pro-football coverage this fall with additional $145,000. Money will go for production and time costs for *Frank Leahy's (College) Football Forecasts* filmed five days ahead of airing by Hollywood's Unipix Productions and placed in 23 northeast markets between Sept. 18 and Dec. 21. Amoco's agency is Joseph Katz Co.

DAVE & JACK • Orders representing $370,000 in gross revenues were recorded by NBC-TV's *Today* (Mon.-Fri., 7-10 a.m.) and *Jack Paar Show* (Mon.-Fri., 11:15 p.m.-1 a.m.) during past week. Renewal orders on *Today* came from Insurance Co. of North America, Philadelphia, through N. W. Ayer & Son, same city, starting in October (19 participations); and California Prune Advisory Board, San Francisco, through Botsford, Constantine & Gardner, same city, effective also in October (22 participations). New orders on *Today* were from American Can Co. through Compton Adv., both New York (four participations in September), and Andrew Arkin (ladies dresses), through Hockaday Assoc., both New York (one participation Sept. 8).

Coopers Inc. (men's wear), Nekosha, Wis., through Henri, Hurst & McDonald, has bought five participations on *Jack Paar*, starting in August, and Burgess Vibrocrafters Inc. (power tools), Chicago, through Olian & Bronner, Chicago, has ordered three participations in *Paar*, starting in September.

ABC-TV MONEY • Addition of $1.5 million in gross billing was reported Thursday (July 24) by ABC-TV with the signing of three major participations in *American Bandstand* (Mon.-Fri., 4-5 p.m.) next season. Also included, participating sponsorship in *Disneyland* (Tues.-Thurs., 5:30-6 p.m.) by B. F. Goodrich Co. (McCann-Erickson). *Bandstand* backers who signed last week: General Mills (Dancer-Fitzgerald-Sample), Luden's (J. M. Mathes Inc.) and Welch Grape Juice Co. (Richard K. Manoff Inc.).

OLD & NEW • CBS Radio has reported new business with Lehn & Fink Products Corp., New York, and renewals by Clairol Inc., New York, and GMC Truck & Coach Div., Pontiac, Mich. Lehn & Fink, through McCann-Erickson, New York, bought 10 weekly "Impact" segments and six weekly 2½-minute units of daytime dramas for six weeks, starting Oct. 21. Clairol, through Foote, Cone & Belding, New York, renewed weekly "Impact" segment for 13 weeks, effective July 19, and GMC, through Kudner Adv., New York, has renewed three weekly "Impact" segments for two weeks, starting Sept. 20.

STRATEGIC DEFEAT

Everybody's happy in San Francisco. The girl media directors who do most of the timebuying are elated because their softball team, organized and captained by Doris Williams of Harris, Harlan & Wood, defeated the radio-tv reps (all male) 12 to 6. And the representatives are happy because the opportunity to gloat gains them prompt entrance into the offices of these feminine ball-playing buyers.

TV BIG FORCE IN AUTO MART—NBC

- **Survey of dealers, buyers, shows viewer heeds commercials**
- **Dealer preference for tv out of proportion to expenditures**

The dominance of television as the advertising medium for selling automobiles is underscored in a special NBC automotive survey made public last Thursday [July 24].

In announcing the results of the survey, Hugh M. Beville Jr., vice president, NBC planning and research, highlighted the following findings of the study:

• Television is "consistently" named by automobile dealers, showroom shoppers and new car buyers as "the most important medium" in informing the public, stimulating showroom traffic and preselling the prospect.

• Viewers of the average automotive-sponsored NBC program, compared to non-viewers, pay more attention to all automobile advertising and more of them actually buy the sponsor's car. Moreover, viewers have a "stronger image" of the make advertised, like more about the car and give it a higher rating.

• The preference for television over other media "far exceeds" the actual proportion of media expenditure allocated to tv. Slightly more than one-third of the advertising dollar spent by the automotive industry in tv, newspaper and magazines is for tv. It was found that tv's media-preference share was 62%.

• Television is considered "most important" for sales. Fifty-one percent of the dealers interviewed desired an increase in tv advertising, while only 5% wanted tv advertising decreased (net increase: 46%). On the other hand, 10% of the dealers interviewed wanted an increase in magazine advertising and 24% thought a decrease in magazine advertising was desirable (net decrease: 14%).

The survey was conducted for NBC by Advertest Research Inc., New Brunswick, N. J., during January and February 1958. It consisted of a total 8,220 interviews—906 with automobile dealers, 3,396 with shoppers in the showrooms of these same dealers, and 1,533 with the general public. Re-interviews were conducted with 2,365 of the original shoppers in April 1958.

The interviews were distributed throughout 118 counties in 39 states and the District of Columbia, covering large and small cities, rural and urban communities.

The principal objectives of the study, according to Mr. Beville, were to ascertain (a) customers' preferences, knowledge and image of the 1958 automobiles; (b) media preferences of dealers, shoppers and general public, and how this preference compares with overall media expenditures; (c) the quality and effectiveness of NBC-TV programs for pre-selling automobiles.

The study covers seven NBC-TV advertisers: Buick, Chevrolet, DeSoto, Edsel, Ford, Oldsmobile and Plymouth.

Mr. Beville reported that "a number of methodological checks were employed in the survey to insure an unbiased study." He observed that interviewers and supervisors were not told who was sponsoring the survey and the questionnaires were designed to conceal NBC or tv sponsorship of the study.

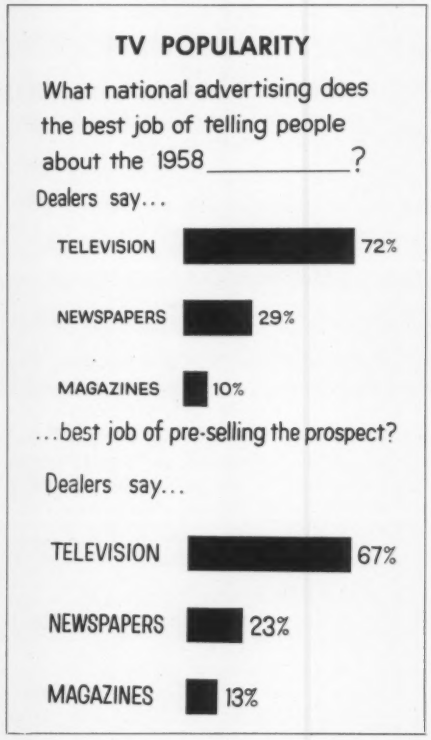
The following are some of the findings of the survey:

Dealers were asked which national advertising does "the best job of telling people about cars" they sell, and 72% of all dealers singled out television; 29% newspapers and 10% magazines. (In some cases, respondents voiced more than one preference.) Similarly, 64% of all dealers questioned named television as the national advertising medium that is "most effective in getting people to visit your showroom"; 32% newspapers and 6% magazines.

Television was listed by 67% of the dealers as the medium "doing the best job of pre-selling the prospect, papers 23% and magazines 13%. Asked which single national advertising they would use for the major portion of a particular car's budget, dealers again placed tv on top, 67%, followed by newspapers 33% and magazines 9%.

The survey shows that the views of auto dealers are echoed by shoppers. For instance, 64% of shoppers interviewed said television advertising "stands out" in their minds: 22% named magazines and 10% newspapers. Similarly, 50% of the shoppers specified television as the medium that interested them in looking at a particular make of car, as compared with 19% for magazines and 11% for newspapers.

One conclusion of the survey is that while tv is consistently preferred over other media, the actual proportion of media expenditures allocated to television is "far exceeded" by the preference for tv. As an example, it was pointed out that whereas 62% of shoppers and dealers placed tv on top, only 39% of media expenditures go to television. Newspapers, with a 22% preference, garner 42% of the automotive budget, and magazines, with an 18% preference, capture 18% of the budget.



The survey also reveals that people who watch automotive-sponsored NBC-TV programs regard the sponsor's car more favorably than people who do not watch these shows. The study also shows that viewers of the tv programs have a more favorable "brand image" of the sponsor's car than do non-viewers. Shoppers were re-interviewed three months later (in April) and it was found that more viewers (17.1%) than non-viewers (11.2%) bought the advertised make (based on an average of eight automotive sponsored programs on NBC-TV).

This is the second annual automotive survey released by NBC. The first one, made public last September, reached similar conclusions on the dominance of tv advertising for automobile selling.

Ad Retrenchment by Ford Div. Shown in New Broadcast Budget

The Ford Div. of Ford Motor Co., a leading national advertiser and user of the broadcast media, appears to have quietly retrenched in its broadcast placements.

Still in the doubtful column, moreover, is the fate of the $4 million-plus, 52 week package on CBS Radio—*The Ford Roadshow*—the contract for which runs out at the end of August. As of Thursday (July 22), a final decision on the network radio show still was pending at Dearborn, Mich.

Aside from network radio, the Ford passenger car is destined to receive less exposure on network tv in the fall than it did last season. Ford is confining its sponsorship to two shows on NBC-TV where it has picked up an alternate-week hour of *Wagon Train* and renewed the half-hour *Tennessee Ernie Ford* show.

Ford Div. is not a spot advertiser and, in fact, used very little of it last season.

Its lineup for network tv sponsorship for next fall compares with a more ambitious plan the advertiser, through its agency, J. Walter Thompson Co., New York, had set out to accomplish last year. Early in the spring a year ago Ford Div. already had signed for *Tennessee Ernie* on NBC-TV, a series on CBS-TV of five Lucille Ball-Desi Arnaz specials and alternate week sponsorship of *Zane Grey Theatre* on CBS-TV.

It is no secret that Ford is having its auto sales troubles, as are most other Detroit auto makers. The assumption would be that Ford's advertising caution is premised on doubt as to future sales (budgets usually are made up along the lines of anticipated unit sales). In the first half of this year alone, sales of Ford cars were down to 505,472 from 819,137 in the like period last year. Ford Motor Co., the division's parent company, suffered a net loss of $17.3 million in the second quarter of this year, a figure described as among the worst ever shown by the Ford Motor Co.

STATION WHO PUTS THE *Plus* INTO MERCHANDISING!

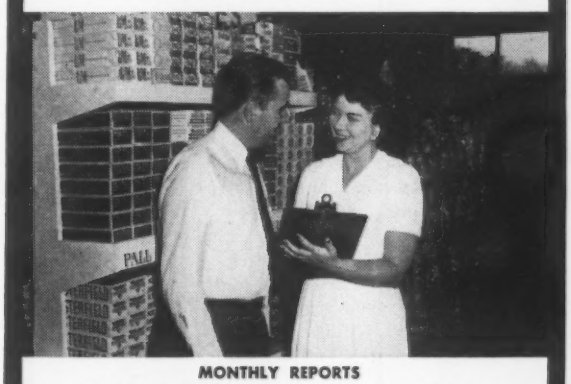
"Feature Foods" is a comprehensive merchandising *plus* service conducted by WHO Radio at the point-of-sale in 350 high traffic chain and independent food stores. Coverage includes all cities of 5,000 population or more in 76 of Iowa's 99 counties. It is available, *at no extra cost*, to advertisers whose products are sold in food stores and whose gross expenditure on WHO Radio is $300 per week for 13 weeks, or $3900 within a 13-week period of time.

HERE'S HOW IT WORKS: Each 13 weeks, experienced WHO "Feature Foods Merchandising Teams" guarantee you all four of these *plus* services:

REGULAR SHELF MERCHANDISING
We check your displays, shelf stock, prices, POP materials, etc.!

50 ONE WEEK SHELF EXTENDER DISPLAYS
WHO merchandisers make and place all displays!

36 DAYS OF WEEKEND BARGAIN BAR PROMOTIONS
High Volume Supermarkets!



MONTHLY REPORTS
Reports from grocers to you about your products!

WHO's Feature Foods merchandising service is producing *big results* for many of the nation's finest food manufacturers.

Talk to PGW about putting more "plus" in *your* Iowa advertising with WHO Radio—and Feature Foods!

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

General Foods Stockholders Given Rosy Economic Report

Optimism was expressed Wednesday (July 23) at White Plains, N. Y., that the economic setback would have little effect —if any—on the food industry. But Charles G. Mortimer, president of General Foods Corp., one of the nation's top radio-tv spenders, cautioned stockholders attending the annual GF meeting that "we cannot merely sit back and merely watch the population grow. Today's battle for markets and profits is swiftly changing and fiercely competitive. We must keep alert and flexible, accepting and meeting challenges and seizing and creating opportunities."

GF's earning power continues to grow, Mr. Mortimer pointed out. First quarter earnings (ending June 30) were $12.8 million with net sales at $249.2 million. For its last fiscal year (ending March 31), GF set new records in net sales, net earnings per share and paid dividends. It crashed the billion-dollar sales barrier for the first time.

Two new board members were elected at the stockholder meeting: Mrs. Beatrice Blackmar Gould, editor of the *Ladies' Home Journal*, and Elisha Gray II, board chairman of the Whirlpool Corp.

Late last week GF's newly-expanded board elected three additional corporate vice presidents, including the first woman ever to attain this post in the company's history. The three vice presidents: Ellen-Ann Dunham, vice president of General Foods Kitchens; Charles A. Kolb, vice president of trade relations, and Albert L. Cuff, vice president and general counsel.

General Foods' estimated 1957-58 advertising expenditures were in excess of $80 million of which more than $30 million was in broadcast media. Its multi-agency structure includes Young & Rubicam, Benton & Bowles, Foote, Cone & Belding, and two Canadian agencies, Baker Adv. and McConnell-Eastman & Co.

Bryan Houston Gives Up C-P's $1.5-2 Million Cashmere Billing

Bryan Houston, New York, has resigned Colgate-Palmolive's Cashmere Bouquet soap and beauty preparations, representing an estimated $1.5-2 million in billing.

William R. Hillenbrand, Houston's president, announced the resignation Wednesday (July 23) terminating a 20-year association. Not all the billing will be lost immediately. Bryan Houston will continue to service *The Big Payoff* on CBS-TV in which the products participate until Oct. 22.

Nearly all of the Cashmere billing was in the broadcast media (most of it in television). Bryan Houston's present total billing is running at about $20 million annually, excluding the Colgate-Palmolive business. Of that amount, approximately $11 million reportedly is in radio-tv.

Although no details were available as to the reason for the termination, it was under-

CONTINUED *on page 47*

A SUPER-SATISFIED CUSTOMER

General Electric is one advertiser that believes in continuity in television network exposure.

It has renewed for the fifth year its *General Electric Theatre* (Sunday, 9-9:30 p.m. on CBS-TV). In these times of the hard-sell the renewal is especially newsworthy. *GE Theatre* is used half the time as an institutional advertising vehicle.

The company's slogan, "Progress Is Our Most Important Product," was introduced on the show early in 1954. In April of that year a survey by the Psychological Corp. found that 11.1% of those interviewed could identify the slogan with GE. A year later, in a similar survey, the recognition percentage rose to 23%, and a year after that it rose to 36.6%.

In May 1957, 44.6% of those interviewed correctly associated the slogan with GE. The percentage of correct association was highest among those who were regular viewers of *GE Theatre;* 61% of those who had seen the show each Sunday for the four previous weeks made the correct identification; only 28% of those who had not seen the show in the previous four weeks knew whose slogan it was.

"*General Electric Theatre* has accomplished its public relations goal by reaching large audiences and reaching them in the right way," Herminio Traviesas, vice president in charge of radio and television, BBDO, agency for GE, told BROADCASTING. "The wide reach of the show we attribute largely to our emphasis on star names. It has given us a strong competitive edge.

"The chief element in 'reaching them in the right way' has been the concept of the Progress Report, our three minute documentaries illustrating GE's role as a corporate citizen. Almost equally important have been the strength of the Sunday 9 p.m. time period on CBS-TV, the excellent job done by Ronald Reagan as host and GE spokesman and the consistent quality of the job done by Revue Productions."

Originally, *General Electric Theatre* was devoted entirely to the institutional objective, using the three minute Progress Report rather than the conventional three one-minute messages. Since March 1957, the institutional drive has alternated sponsorship with the tv receiver and appliance division. The report format, with Don Herbert as the General Electric progress reporter, has been maintained on the institutional week.

The reports cover such topics as "A Career in Science or Engineering," "Progress from Atomic Energy" and the "Live Better—Electrically" campaign. The subjects are chosen to reflect the company's contributions to the nation's progress by illustrating its own research activities and those of the electrical industry, by highlighting the need for wider scientific education, and explaining the structure of American business today.

The only major change in the program format itself during four seasons is that live shows are no longer intermingled with those on film.

The mixture had been designed to make the series as attractive as possible to tv-shy stars by offering them a choice of New York or Los Angeles origination and live or film presentation. As the series went along, it was decided that the live originations were not needed.

Mr. Traviesas explains that they have found films preferable. "We get more interesting backgrounds by going on location, we get more movement and variety. We can tackle stories that would be impossible to do live. There is no real difference between live and film in *cost per production*, but with film, the possibility of repeating episodes during the summer helps pull down the overall average cost. It's not likely that we'll go back to live shows."

Another plus for the show, has been Ronald Reagan, who in addition to being program host on *GE Theatre*, has done an important job as the company's roving ambassador to its employes, community neighbors, and customers, devoting nearly two months a year to these tours. In four years, he has made talks before some 300,000 persons on behalf of GE and visited more than 100 plants and some 25 sales offices.

STAR POLICY has maintained consistent ratings for *General Electric Theatre* against tough opposition. The program has presented many motion picture celebrities who made their tv debuts on the show and who have not otherwise appeared extensively in tv drama, among them (l-r) Joan Crawford and James Stewart.

HOST of GE Theatre is Ronald Reagan who offscreen is roving ambassador for General Electric at dealer and other commercial meetings.

Radio's

1953/1958

Years of Great Change

Each year for the past six years an area survey of the WHDH audience has been made and it has been the practice of WHDH management to publish the findings of this survey in leading trade publications as an aid to anyone buying radio time.

This year, convinced that the past five years have been radio's greatest years of change, WHDH has completed, in addition to its regular survey, a Qualitative Survey in Depth to determine the answers to some of radio's most searching questions. To conduct this survey the management of WHDH selected the research organization most widely used and accepted by radio management—Pulse, Inc. The results of this survey are shown on the following pages and are published as a service to the industry by WHDH.

A Qualitative Survey by

WHDH

Radio - BOSTON

5 Radio's Five Years of Great Change

1953/58

THE FACTS

of the past five years:

Since 1953 the number of radio stations in the United States has increased 24%—to a total of 3,317.

Since 1953 the number of radios in working order has increased 22% to 139,500,000.

Since 1953 the out-of-home audience has grown enormously with auto radios alone up 28% to a new high of 36,500,000. Portable radios have also reached a new peak of 11,000,000.

Because of this tremendous growth:

Today there are more stations reaching more people more effectively more times than ever before in history.

The audience has never before been as selective as it is today!

This five year period of tremendous growth and change has been a time of great challenge to radio station management everywhere. What does the listener *really* want from radio? What type of programming attracts the listeners who *can buy*? What has been the effect of rock and roll, top 40s, frantic newscasts, and other programming changes of recent years? WHDH, convinced that a radio station's future depends on the answers to these questions, and convinced that any station not alert to listener changes will cease to be a factor in its market, undertook this qualitative survey in depth to examine its position in the New England market.

OBJECTIVES

of this WHDH qualitative study can be summarized as follows:

What are the reasons causing people to turn on radio?
Program preferences
Awareness of network stations
Extent of out-of-home radio audience
Station preferences
Station image

The results are reported in the following tables. In these tables, the results and preferences are shown by men and women and for the Boston Metropolitan Area and Outside Area as well. No respondents under 15 years of age were interviewed. We believe this type of study should be a regular and periodic "must" so that the broadcaster can keep in tune with the listeners. Likes, dislikes, preferences and favorites are always in a state of flux. Furthermore, new program formats and techniques will influence and interact with these factors which follow.

Factors determining initial use of radio

—and stations tuned

This was a key question in our qualitative survey and bears out the fact that radio is a dynamic force and that people look to radio for a service. Radio is not the supplier of "background music" but the means of learning the latest news, enjoying music, and hearing the current weather bulletins. These three categories lead all others by a substantial margin. There is *reason* for turning on radio in 98.5% of the replies.

Q WHY DO YOU FIRST TURN ON THE RADIO?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
News	139	107	246	40.3	148	109	257	65.8	287	216	503	50.3
Music	102	130	232	38.0	61	87	148	37.9	163	217	380	38.0
Weather	81	82	163	26.7	57	52	109	28.0	138	134	272	27.2
Time Check	47	25	72	11.8	24	12	36	9.2	71	37	108	10.8
Relaxation and Entertainment	9	12	21	3.4	5	9	14	3.6	14	21	35	3.5
For Company	3	17	20	3.3	1	6	7	1.8	4	23	27	2.7
Religious Programs	8	12	20	3.3	-	2	2	.5	8	14	22	2.2
Records & Pop Music	7	11	18	3.0	-	1	1	.3	7	12	19	1.9
Sports & Sport Results	10	6	16	2.6	2	-	2	.5	12	6	18	1.8
Habit	2	4	6	1.0	2	3	5	1.3	4	7	11	1.1
No School Reports	-	6	6	1.0	1	2	3	.8	1	8	9	.9
To Hear a Particular Radio Personality	1	4	5	.8	2	2	4	1.0	3	6	9	.9
Foreign Language Programs	5	5	10	1.6	-	1	1	.3	5	6	11	1.1
To Hear Stories	1	9	10	1.6	-	1	1	.3	1	10	11	1.1
To Wake Up	12	7	19	3.1	7	3	10	2.6	19	10	29	2.9
Misc.	7	4	11	1.8	2	3	5	1.3	9	7	16	1.6
No Particular Reason	5	4	9	1.5	1	5	6	1.5	6	9	15	1.5
Total Responses	439	445	884		313	298	611		752	743	1495	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q WHEN YOU FIRST TURN ON THE RADIO, IS THERE ANY PARTICULAR STATION YOU TRY FIRST? WHICH ONE?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
Yes	257	270	527	86.4	162	171	333	85.4	419	441	860	86.0
No	48	35	83	13.6	33	24	57	14.6	81	59	140	14.0
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100
WHDH	75	49	124	23.6	38	23	61	18.3	113	72	185	21.5
WBZ	42	64	106	20.1	25	26	51	15.3	67	90	157	18.2
WCOP	52	44	96	18.2	3	4	7	2.1	55	48	103	12.0
WEEI	21	21	42	8.0	6	4	10	3.0	27	25	52	6.1
WNAC	11	23	34	6.5	5	6	11	3.3	16	29	45	5.2
WORL	5	26	31	5.9	-	-	-	-	5	26	31	3.6
WJDA	12	19	31	5.9	-	-	-	-	12	19	31	3.6
WPRO	-	-	-	-	14	13	27	8.1	14	13	27	3.1
WWON	-	-	-	-	16	8	24	7.2	16	8	24	2.8
WEAN	-	-	-	-	15	9	24	7.2	15	9	24	2.8
WMEX	13	10	23	4.4	-	-	-	-	13	10	23	2.7
WHIM	-	-	-	-	12	10	22	6.6	12	10	22	2.6
WLLH	13	7	20	3.8	-	-	-	-	13	7	20	2.3
WICE	-	-	-	-	15	3	18	5.4	15	3	18	2.1
WSAR	-	-	-	-	14	3	17	5.1	14	3	17	2.0
WBOS	10	5	15	2.8	-	-	-	-	10	5	15	1.7
WALE	-	-	-	-	11	2	13	3.9	11	2	13	1.5
WGAN	-	-	-	-	2	10	12	3.6	2	10	12	1.4
WTAO	3	8	11	2.1	-	-	-	-	3	8	11	1.3
WOTW	-	-	-	-	1	9	10	3.0	1	9	10	1.2
WLYN	5	5	10	1.9	-	-	-	-	5	5	10	1.2
WCSH	-	-	-	-	2	5	7	2.1	2	5	7	.8
Misc.	29	36	65	12.3	36	55	91	27.4	65	91	156	18.1
Total Responses	291	317	608		215	190	405		506	507	1013	
Total Respondents	257	270	527	100	162	171	333	100	419	441	860	100

Program preference

Program preferences bear out the basic reasons which move people to first turn on radio. Music dominates the first choice, with news and weather following. The male preference for sports programming shows clearly in this report and it becomes obvious the TV trend for "Westerns" has not carried into radio. The tremendous preference for music by women makes all important the daytime programming of music women find appealing.

Q WHAT KINDS OF PROGRAMS DO YOU LIKE MOST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
Music	186	229	415	68.1	126	135	261	67.0	312	364	676	67.6
Popular Music Records	1	3	4	.7	9	7	16	4.1	10	10	20	2.0
Rock & Roll	3	4	7	1.1	10	2	12	3.1	13	6	19	1.9
News	76	63	139	22.8	76	78	154	39.5	152	141	293	29.3
Sports & Sport Results	60	12	72	11.8	46	8	54	13.8	106	20	126	12.6
Weather	26	21	47	7.7	11	10	21	5.4	37	31	68	6.8
Stories, Soap Operas	29	49	78	12.8	10	31	41	10.5	39	80	119	11.9
Dramas	1	4	5	.8	5	2	7	1.8	6	6	12	1.2
Foreign Language	16	10	26	4.3	8	6	14	3.6	24	16	40	4.0
Mysteries	16	2	18	3.0	4	2	6	1.5	20	4	24	2.4
Arthur Godfrey	-	1	1	.2	13	6	19	4.9	13	7	20	2.0
Religious	3	9	12	2.0	1	6	7	1.8	4	15	19	1.9
Classical Opera	2	1	3	.5	6	5	11	2.8	8	6	14	1.4
Westerns	3	-	3	.5	8	1	9	2.3	11	1	12	1.2
Variety	3	4	7	1.1	2	1	3	.8	5	5	10	1.0
Misc.	15	13	28	4.6	20	16	36	9.2	35	29	64	6.4
No Preference	11	20	31	5.1	2	15	17	4.4	13	35	48	4.8
Total Responses	451	445	896		357	331	688		808	776	1584	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Program dislikes show an interesting response in that 35.6% of the respondents had no particular dislikes, as opposed to the overwhelming number of listeners who had specific preferences. However, of note is the nearly 10% who find rock and roll a "least liked" type and the 24% who put stories and serials in that category.

Q WHAT KINDS OF PROGRAMS DO YOU LIKE LEAST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
None In Particular	126	82	208	34.1	80	68	148	37.9	206	150	356	35.6
Stories & Serials	68	71	139	22.8	63	42	105	26.9	131	113	244	24.4
Rock & Roll	37	20	57	9.3	16	24	40	10.2	53	44	97	9.7
Music & Records	2	3	5	.8	8	9	17	4.4	10	12	22	2.2
Sports	3	49	52	8.5	7	21	28	7.2	10	70	80	8.0
Classical Opera	21	10	31	5.1	15	3	18	4.6	36	13	49	4.9
Speeches, Forums, Debates	8	22	30	4.9	7	7	14	3.6	15	29	44	4.4
Quizzes	4	13	17	2.8	3	3	6	1.5	7	16	23	2.3
News	3	9	12	2.0	2	6	8	2.0	5	15	20	2.0
Mysteries	2	6	8	1.3	1	4	5	1.3	3	10	13	1.3
Westerns	-	3	3	.5	1	4	5	1.3	1	7	8	.8
Foreign Language	-	3	3	.5	-	-	-	-	-	3	3	.3
Misc.	55	28	83	13.6	31	19	50	12.8	86	47	133	13.3
Total Responses	329	319	648		234	210	444		563	529	1092	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Awareness of network station

There has been a general decline in the audience of network affiliate stations as compared with the rise in audience of independent stations. Part of this, no doubt, is a result of the sheer mathematical superiority in the number of independent stations compared to the number of network stations in a given market. However, there is no doubt from the foregoing preferences about programs and reasons for tuning on radio, that there has been a real shift of audience away from network programming. There seems to be considerable confusion on the part of the listener as to what the term "network radio" means, or what a "network station" is. Actually under 60% of the respondents claimed to know what a network radio station is. Furthermore, of these, only 43% correctly mentioned the Boston CBS Affiliate as a CBS affiliate or the CBS network station. This means that only one out of four interviewed could correctly name the CBS affiliate station in answer to the combination of two questions. This confusion continued in the naming of the NBC affiliate and although the NBC affiliation has recently changed in Boston the image of the former association is clearly dim.

Q DO YOU KNOW WHAT A NETWORK RADIO STATION IS?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
Yes	173	144	317	52.0	142	114	256	65.7	315	258	573	57.3
No	132	161	293	48.0	53	81	134	34.3	185	242	427	42.7
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q WHICH STATION IS THE CBS NETWORK RADIO STATION?
By Respondents Claiming to Know What a Network Station Is

WHDH	5	1	6	1.9	6	3	9	3.5	11	4	15	2.6
WBZ	13	8	21	6.6	4	7	11	4.3	17	15	32	5.6
WEEI & Other CBS Affiliates	100	83	183	57.7	43	21	64	25.0	143	104	247	43.1
WNAC	18	19	37	11.7	21	11	32	12.5	39	30	69	12.1
WCOP	3	2	5	1.6	-	-	-	-	3	2	5	.9
WORL	2	-	2	.6	-	-	-	-	2	-	2	.3
Don't Know	32	31	63	19.9	68	72	140	54.7	100	103	203	35.4
Total Respondents	173	144	317	100	142	114	256	100	315	258	573	100

Q WHICH STATION IS THE NBC NETWORK RADIO STATION?
By Respondents Claiming to Know What a Network Station Is

WHDH	5	5	10	3.2	2	4	6	2.3	7	9	16	2.8
WBZ	63	46	109	34.4	25	17	42	16.4	88	63	151	26.4
WNAC	66	54	120	37.8	7	2	9	3.5	73	56	129	22.5
NBC Affiliates	-	-	-	-	36	18	54	21.1	36	18	54	9.4
WEEI	10	7	17	5.4	2	-	2	.8	12	7	19	3.3
WCOP	-	1	1	.3	-	-	-	-	-	1	1	.2
WORL	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	29	31	60	18.9	70	73	143	55.9	99	104	203	35.4
Total Respondents	173	144	317	100	142	114	256	100	315	258	573	100

Extent of out-of-home audience

During the past five years, there has been a substantial increase in the size of the radio audience "out of home." This has resulted from the increased availability of out of home radio such as in automobiles and portables, the accessability of radio in many away from home locations, and from the increase in programming geared to out-of-home listening. Almost three out of four respondents have listened to the radio away from home during the past week. This listening has occurred in autos, at work, in the homes of others, in retail stores, in service establishments such as barber shops, beauty salons, filling stations, etc., and in restaurants and cafes. These findings naturally imply that the station whose programming format is acceptable to the individual while away from home will gain more audience over the staton whose programming is not as acceptable.

Q DID YOU LISTEN TO THE RADIO AWAY FROM HOME THIS PAST WEEK?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
Yes	262	189	451	73.9	164	119	283	72.6	426	308	734	73.4
No	43	116	159	26.1	31	76	107	27.4	74	192	266	26.6
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100
PLACES WHERE OUT OF HOME LISTENING OCCURRED												
Car	182	101	283	62.7	99	51	150	53.0	281	152	433	59.0
At Work	72	49	121	26.8	30	22	52	18.4	102	71	173	23.6
Homes of Others	26	49	75	16.6	20	37	57	20.1	46	86	132	18.0
Retail Stores and Shops	20	27	47	10.4	12	19	31	11.0	32	46	78	10.6
Service Establishments	26	15	41	9.1	15	12	27	9.5	41	27	68	9.3
Restaurants, Cafes	11	8	19	4.2	3	5	8	2.8	14	13	27	3.7
Misc. Places	9	6	15	3.3	3	4	7	2.5	12	10	22	3.0
Total Responses	346	255	601		182	150	332		528	405	933	
Total Respondents	262	189	451	100	164	119	283	100	426	308	734	100

Station preference

In determining audience preference for stations our questions ranged from "which do you prefer most" to specifics on "which do you prefer for news, sports, etc." It is interesting to compare the preferences to stations by men and women, as the charts on this and the following page reflect divergent appeals by stations. Note for example how some stations depend overwhelmingly on music to build audience while others find their appeal spread thru music, news, weather and other categories.

Q WHICH RADIO STATION, IF ANY, DO YOU PREFER FOR MUSIC?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	61	58	119	19.5	73	53	126	32.3	134	111	245	24.5
WBZ	73	66	139	22.8	55	41	96	24.6	128	107	235	23.5
WCOP	58	70	128	21.0	2	5	7	1.8	60	75	135	13.5
WEEI	37	28	65	10.6	4	1	5	1.3	41	29	70	7.0
WORL	13	31	44	7.2	7	3	10	2.6	20	34	54	5.4
WNAC	16	17	33	5.4	3	11	14	3.6	19	28	47	4.7
None	29	15	44	7.2	16	46	62	15.9	45	61	106	10.6
Don't Know	18	20	38	6.2	35	35	70	17.9	53	55	108	10.8
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q WHICH RADIO STATIONS, IF ANY, DO YOU PREFER FOR SPORTS?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	126	84	210	34.4	83	45	128	32.9	209	129	338	33.8
WBZ	45	31	76	12.5	31	19	50	12.8	76	50	126	12.6
WNAC	16	5	21	3.4	5	7	12	3.1	21	12	33	3.3
WEEI	11	11	22	3.6	6	-	6	1.5	17	11	28	2.8
WCOP	3	3	6	1.0	-	2	2	.5	3	5	8	.8
WORL	-	7	7	1.1	1	-	1	.3	1	7	8	.8
None	81	57	138	22.7	30	42	72	18.5	111	99	210	21.0
Don't Know	23	107	130	21.3	39	80	119	30.4	62	187	249	24.9
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q WHICH RADIO STATION, IF ANY, DO YOU PREFER FOR NEWS?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	99	55	154	25.3	43	38	81	20.8	142	93	235	23.5
WBZ	62	74	136	22.3	29	27	56	14.4	91	101	192	19.2
WNAC	45	35	80	13.1	21	21	42	10.8	66	56	122	12.2
WEEI	43	40	83	13.6	9	4	13	3.3	52	44	96	9.6
WCOP	29	39	68	11.1	1	1	2	.5	30	40	70	7.0
WORL	3	14	17	2.8	-	-	-	-	3	14	17	1.7
None	9	13	22	3.6	17	15	32	8.2	26	28	54	5.4
Don't Know	15	35	50	8.2	75	89	164	42.0	90	124	214	21.4
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q FOR ALL AROUND LISTENING, WHICH ONE RADIO STATION DO YOU PREFER MOST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	74	56	130	21.3	47	30	77	19.7	121	86	207	20.7
WBZ	55	63	118	19.4	34	26	60	15.4	89	89	178	17.8
WCOP	50	62	112	18.4	1	5	6	1.5	51	67	118	11.8
WEEI	39	36	75	12.3	6	3	9	2.3	45	39	84	8.4
WNAC	29	29	58	9.5	6	11	17	4.4	35	40	75	7.5
WORL	16	25	41	6.7	1	2	3	.8	17	27	44	4.4
Others	32	20	52	8.5	86	101	187	47.9	118	121	239	23.9
None	3	2	5	.8	9	14	23	5.9	12	16	28	2.8
Don't Know	7	12	19	3.1	5	3	8	2.0	12	15	27	2.7
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q IF IT BECAME NECESSARY TO TAKE ALL THE RADIO STATIONS OFF THE AIR EXCEPT ONE, WHICH ONE OF THESE RADIO STATIONS WOULD YOU WANT TO REMAIN ON?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	93	34	127	20.8	39	26	65	16.7	132	60	192	19.2
WBZ	66	48	114	18.7	22	30	52	13.3	88	78	166	16.6
WNAC	36	28	64	10.5	13	21	34	8.7	49	49	98	9.8
WCOP	22	44	66	10.8	5	6	11	2.8	27	50	77	7.7
WEEI	24	30	54	8.9	2	10	12	3.1	26	40	66	6.6
WORL	8	19	27	4.4	-	3	3	.8	8	22	30	3.0
None & Don't Know	56	102	158	25.9	114	99	213	54.6	170	201	371	37.1
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q THERE ARE SIX RADIO STATIONS: WHDH, WBZ, WEEI, WNAC, WCOP, WORL. WHICH ONE DO YOU LISTEN TO MOST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	82	56	138	22.6	54	38	92	23.6	136	94	230	23.0
WBZ	52	79	131	21.5	20	42	62	15.9	72	121	193	19.3
WEEI	48	51	99	16.2	12	15	27	6.9	60	66	126	12.6
WCOP	50	59	109	17.9	4	5	9	2.3	54	64	118	11.8
WNAC	26	20	46	7.5	10	10	20	5.1	36	30	66	6.6
WORL	11	29	40	6.6	1	3	4	1.0	12	32	44	4.4
None & Don't Know	36	11	47	7.7	94	82	176	45.1	130	93	223	22.3
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

MALE	BOSTON METRO AREA						OUTER AREA					
	WHDH	WBZ	WEEI	WNAC	WCOP	WORL	WHDH	WBZ	WEEI	WNAC	WCOP	WORL
Like the Music	34	19	7	7	34	10	22	7	1	–	4	1
Good, Frequent News	31	14	15	14	6	–	24	6	6	3	–	–
Latest Popular Records	1	9	–	–	6	4	–	–	–	–	–	–
More Music On Station	–	–	–	–	–	–	–	–	–	–	–	–
Weather, Complete Weather Reports	2	5	3	–	–	–	–	2	3	2	–	–
Variety	–	–	12	7	–	–	4	1	1	–	–	–
Better Programs	3	3	4	–	–	–	5	1	1	2	–	–
Fewer Commercials	–	1	–	–	1	1	–	–	–	–	–	–
Like Announcer	–	2	–	–	1	–	2	2	–	–	–	–
Sports	61	5	5	–	–	–	7	1	3	1	–	–
Clearer Reception	3	6	–	8	–	–	7	4	–	2	–	–
Habit	–	–	–	–	–	–	3	2	–	–	–	–
Like A Particular Program, Personality	–	–	3	–	–	–	–	1	3	–	–	–
Misc.	7	4	10	9	5	1	4	2	2	–	–	–
No Particular Reason	2	3	–	–	–	–	2	2	–	2	–	–
Total Responses	144	71	59	45	53	16	80	31	20	12	4	1
Total Respondents	82	52	48	26	50	11	54	20	12	10	4	1

Q WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

FEMALE	BOSTON METRO AREA						OUTER AREA					
	WHDH	WBZ	WEEI	WNAC	WCOP	WORL	WHDH	WBZ	WEEI	WNAC	WCOP	WORL
Like the Music	31	35	15	6	33	16	18	27	2	3	2	1
Good, Frequent News	14	21	14	11	4	2	8	7	1	1	4	–
Latest Popular Records	7	7	1	–	9	3	–	1	–	–	–	1
More Music On Station	4	3	–	–	8	2	–	1	–	–	–	–
Weather, Complete Weather Reports	5	5	–	6	2	2	–	–	1	1	–	–
Variety	1	4	8	2	2	2	5	2	3	1	–	–
Better Programs	3	5	6	–	1	–	–	1	2	–	–	–
Fewer Commercials	–	1	–	1	7	1	–	–	–	–	–	–
Like Announcer	2	9	6	–	1	3	–	–	–	–	–	–
Sports	8	2	–	–	–	–	3	–	–	–	–	–
Clearer Reception	2	3	–	–	1	–	–	4	–	1	–	–
Habit	2	–	–	–	1	–	2	1	4	–	–	–
Like A Particular Program, Personality	1	1	3	–	–	1	3	1	1	1	–	–
Misc.	5	5	18	3	3	2	2	2	1	3	–	1
No Particular Reason	1	7	1	2	2	2	2	2	2	2	–	–
Total Responses	86	108	72	31	74	36	43	49	17	13	6	3
Total Respondents	56	79	51	20	59	29	38	42	15	10	5	3

Q WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

	TOTAL AREA					
MALE	WHDH	WBZ	WEEI	WNAC	WCOP	WORL
Like The Music	56	26	8	7	38	11
Latest Popular Records	1	9	–	–	6	4
More Music On Station	–	–	–	–	–	–
Sports	68	6	8	1	–	–
Good, Frequent News	55	20	21	17	6	–
Weather, Complete Weather Reports	2	7	6	2	–	–
Variety	4	1	13	7	–	–
Better Programs	8	4	5	2	–	–
Like A Particular Program, A Personality	–	1	6	–	–	–
Like Announcer	2	4	–	–	1	–
Fewer Commercials	–	1	–	–	1	1
Clearer Reception	10	10	–	10	–	–
Habit	3	2	–	–	–	–
Misc.	11	6	12	9	5	1
No Particular Reason	4	5	–	2	–	–
Total Responses	224	102	79	57	57	17
Total Respondents	136	72	60	36	54	12
FEMALE						
Like The Music	49	62	17	9	35	17
Latest Popular Records	7	8	1	–	9	4
More Music On Station	4	4	–	–	8	2
Sports	11	2	–	–	–	–
Good, Frequent News	22	28	15	12	8	2
Weather, Complete Weather Reports	5	5	1	7	2	2
Variety	6	6	11	3	2	2
Better Programs	3	6	8	–	1	–
Like A Particular Program, A Personality	4	2	4	1	–	1
Like Announcer	2	9	6	–	1	3
Fewer Commercials	–	1	–	1	7	1
Clearer Reception	2	7	–	1	1	–
Habit	4	1	4	–	1	–
Misc.	7	7	19	6	3	3
No Particular Reason	3	9	3	4	2	2
Total Responses	129	157	89	44	80	39
Total Respondents	94	121	66	30	64	32

Station image

The stature a station occupies in its community is built by its people, its programming and its alertness to the desires and needs of its listeners. A station's image is at best an intangible thing, but its importance cannot be minimized. The WHDH image is one of believability and reflects the result of more than a decade of responsible management.

Q IF YOU HEARD CONFLICTING ACCOUNTS OF THE SAME NEWS STORY ON DIFFERENT RADIO STATIONS, WHICH OF THESE STATIONS WOULD YOU BELIEVE?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	74	80	154	25.3	49	58	107	27.4	123	138	261	26.1
WBZ	51	89	140	22.9	38	41	79	20.2	89	130	219	21.9
WNAC	42	59	101	16.6	16	27	43	11.0	58	86	144	14.4
WEEI	58	31	89	14.6	12	16	28	7.2	70	47	117	11.7
WCOP	23	40	63	10.3	2	4	6	1.5	25	44	69	6.9
None	12	18	30	4.9	18	12	30	7.7	30	30	60	6.0
WORL	3	21	24	3.9		1	1	.3	3	22	25	2.5
Don't Know	64	37	101	16.6	67	75	142	36.7	131	112	243	24.3
Total Responses	327	375	702		202	234	436		529	609	1138	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Radio's Five Years of Great Change

1953/58

Here is the composition of respondents in the WHDH qualitative survey:

DISTRIBUTION BETWEEN METROPOLITAN AREA AND OUTSIDE AREA

	M	F	Total	%
Boston Met. Area	305	305	610	61.0
Outside Area	195	195	390	39.0
Total Respondents	500	500	1000	100

DISTRIBUTION BY AGE

	M	F	Total	%
15-19	31	44	75	7.0
20-24	42	45	87	8.7
25-34	97	110	207	20.7
35-49	153	171	324	32.4
50 and over	177	130	307	30.7
Total Respondents	500	500	1000	100

AUTOMOBILE IN FAMILY

	=	%
Have Car	724	72.4
No Car	276	27.6
Total Respondents	1000	100

RESIDENT STATUS

	=	%
Home Owner	401	40.1
Renter	599	59.9
Total Respondents	1000	100

FAMILY INCOME

	=	%
Less than $2000	83	8.3
$2000-2999	98	9.8
$3000-3999	189	18.9
$4000-4999	256	25.6
$5000-6999	242	24.2
$7000-9999	82	8.2
$10000 and over	50	5.0
Total Respondents	1000	100

We have stated our premise that the 1953-1958 era has seen radio's five years of greatest change. It has also been WHDH's five years of greatest growth.

By *responsible programming* and by alertness to what builds and holds a radio audience, WHDH Boston has maintained its position as the undisputed leader in New England radio.

The results of the Pulse, Inc. survey on the foregoing pages provide the means of showing the *reasons* behind this leadership—the *reasons* why WHDH Boston is first in 489 out of 500 radio quarter hour periods and first or second in 497 out of 500 rated quarter hours.

Times change—audiences change—but WHDH's only change is the further strengthening of its leadership in New England radio.

WHDH

850 KC. 50,000W BOSTON

Represented Nationally by John Blair and Company

stood that disagreement on future policies in marketing was responsible.

Houston is the third agency in less than two years affected by C-P changes: William Esty gave up some $10 million in billing (Fab, Vel and Brisk) in September 1956 and Carl S. Brown resigned $3 million worth of Halo shampoo and Vel beauty bar last year.

It was not known what agency—C-P has nine—may be the recipient of the new billing set loose by Houston but a leading contender reportedly was McCann-Erickson.

Paper Ads Bring $757 Million

National newspaper advertising expenditures in the U.S. last year came to $757,401,000, according to the Bureau of Advertising, American Newspaper Publishers Assn. The previous year's total was $737,996,000. In a report just issued, ANPA discloses a total of 1,555 companies and 3,818 products and services availed themselves of the newspaper medium in 1957. Statistics were compiled by Media Records, Inc., which based its findings on daily newspapers accounting for 88.8% of weekday circulation and 96.1% of Sunday circulation. Biggest spenders of all: the "Big Three" automakers—General Motors Corp., Ford Motor Co., and Chrysler Corp.—which together spent $110,067,737.

Sterling Now Glenbrook Labs

Sterling Drug Inc.'s National Brands Div., which manufactures, markets and distributes Sterling's nationally-advertised Phillips' Milk of Magnesia, Bayer aspirin, Fizrin Instant seltzer, Fletcher's Castoria, Dr. Lyon's tooth powder and other products, last week changed its name to Glenbrook Labs. The name comes from Sterling's largest plant, located in Glenbrook, Conn. Sterling is a consistently heavy broadcast advertisers in both media, in spot as well as network. It retains four advertising agencies: Dancer-Fitzgerald-Sample, Brown & Butcher, Comptin Adv., and Thompson-Koch Co.

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

QUALITY COMPANION • Judson Candy Co., San Antonio, Tex., sponsor of the Sunday morning *Hour of Exquisite Music* on KITE San Antonio since 1948, credits radio for its business volume climb from $100,000 in 1941 to its present multi-million dollar category. The four Judson brothers—George, Jack, Bill and Tom—originated the program of musical masterpieces to associate it with their "high quality" candies. Since 1948 Judson's quality message has been delivered three times each on more than 500 Sunday broadcasts.

DONUT DELUGE • George Homan, proprietor of the Dixie Cream Donut Shop in Erie, Pa., had to close the doors early on his grand opening day, after selling 1,800 dozen donuts to customers who responded to spots on WJET Erie. Mr. Homan offered free a half-dozen donuts with each dozen purchase if customers mention the WJET call letters. The schedule called for 20 spots from 8 a.m. to 10 p.m. on opening day. By 3 p.m., after seven spots were aired, Mr. Homan was counting receipts instead of donuts.

PARTY POWER • Fortuna Hardware Co., Fortuna, Calif., sold 20 power mowers and four garden tillers at a free Sunday morning breakfast in the Fortuna city park, which attracted more than 1,000 persons after only one week of spot promotion on KINS Eureka, Calif., a neighboring city. Forty announcements of the two-voice type with fanfares and parade music were used. KINS broadcast from the park for a half-hour to describe equipment demonstrations and to present interviews with company representatives and guests.

MORE CHICKEN FEED • Sales for Victor Ryckebosch Inc. (Lancaster Farms Poultry) increased from 20,000 to 50,000 chickens per week during a five-month spot schedule on KMPC Los Angeles. The $1,200 monthly package includes 12 spots each week in all time periods with copy delivered in a straight sell by a disc jockey. The schedule began last January.

RADIO TEST • The Philadelphia newspaper truck driver strike posed an advertising challenge that gave radio a true test of its value, according to WIP Philadelphia. The station's only regret after sales rose 15% was that there were not enough hours in a day to sell. One advertiser, M. Horowitz & Sons, wired the station 10 days after the strike's start to report that "it was our greatest sale in history last night. In six hours we registered sales totaling $5,800."

SELLING POINTS • Success in selling radio advertising to department stores depends on the station's ability to outline its saturation coverage, spontaneity and its comparatively low cost, emphasizes WALT Tampa, Fla. The station reports it consistently attracts Tampa department stores to regular schedules. Rather than originate "sensational, door-busting" sales promotions, WALT believes department store advertising managers are especially receptive to simple presentations of radio's coverage, immediacy, versatility and ability to change copy in a matter of minutes, not days, as print media require.

BANK BOOST • Lincoln Building & Loan Assn., Louisville, Ky., traces its upswing in assets this year to a promotion campaign begun on WINN Louisville Jan. 1. Lincoln Building & Loan reports deposits increased $1.5 million during the first six-month schedule of five spots daily during the initial nine days of each month. Potential depositors are enticed with the offer of receiving a full month's dividend if a savings account is opened by the 10th of each month. This "blitz" method is used to stretch the association's advertising budget over a 12-month period, according to Lincoln's agency, the Mullican Co.

CHINA SELLOUT • Faced with the problem of selling 1,800 sets of dinnerware it accepted from a china manufacturer who could not make his payment, Draftsmen Inc., Cleveland, engineering firm, was able to sell 1,300 sets in a one-day sale, after one week of spot promotion on WHK Cleveland. Draftsmen Inc.'s campaign utilized a total of 50 spots, and ended with a remote broadcast of the dish sale at the firm's offices.

PERSONAL INTEREST • Because Mrs. Dorothy Parr, director of women's programs on WWNY Watertown, N. Y., insists, "You can't sell effectively unless you are personally interested," she enrolled for flying lessons through her participating sponsor, North Country Aviation, Watertown. The flying firm's instruction and charter plane service took an upward turn when Mrs. Parr began describing flight experiences on her program *Harriette Meets the Ladies*.

DANCING PUMP ON OTHER FOOT

In the heyday of dance band remotes during the thirties and forties, when James C. Petrillo ruled the national American Federation of Musicians with a firm hand, the idea of a ballroom operator paying a broadcaster for the privilege of having band originations picked up was almost unthinkable.

For the past year, however, Chicago's Milford Ballroom has been doing exactly that—buying time for such remotes—and enjoying fairly substantial results in attendance—this at a time when line charges for band originations might be considered prohibitive.

Al Hausberg, owner and operator of the Milford, started using radio in June 1957, with a quarter-hour, (10:45-11 p.m.) Sunday evening band remote, *Over 30*, on WMAQ Chicago. It proved so successful that he renewed the 15-minute segment another 52 weeks, effective this past June 29. Agency for Milford business is Commercial Broadcasters, Chicago.

Outside of suburban bus car cards, radio represents Mr. Hausberg's only medium of advertising. He also sponsors a similar Saturday period (11:15-11:30 p.m.) on WBBM Chicago, plus a schedule of four daily 120-word spot announcements on WEAW (FM) Evanston, Ill. And, he adds, CBS Radio carries remote sustainers thrice weekly (not aired locally in Chicago) on a free basis.

How much is it costing Mr. Hausberg for radio remotes? And what of sales results? He estimates his weekly expenditures at $500. Attendance this past June was up approximately 25% over that a year ago—at a time when ballroom business is generally conceded to be a far cry from what it was, say 25 years ago.

TV NAILS DOWN SOONER ELECTION

Television, without reservation, has been given the credit for winning the Oklahoma Democratic gubernatorial nomination for 32-year-old Tulsa County prosecutor J. Howard Edmondson. The Democratic nomination in Oklahoma is tantamount to election since no Republican has been named governor in the state's 51 years.

Tv also was credited with a large assist in getting out a record number of Sooner voters for last Tuesday's (July 22) run-off election in which Mr. Edmondson won by a record 200,000 votes over W. P. Atkinson.

Mr. Edmondson, an admitted rank outsider among 11 Democratic aspirants at the beginning of the campaign, devoted over half of his campaign expenditures to radio-tv and in so doing raised the ire of state newspapers. "If any candidate ever was made for tv, Edmondson was because of his speaking ability and general appearance before the camera," according to Jack L. Gourley, Mr. Edmondson's publicity manager.

"Without tv, he would not have been a major candidate," Mr. Gourley said. He said tv's greatest advantage is its flexibility in allowing a candidate to answer new issues immediately.

Eight of the gubernational candidates used extensive tv spot and program time prior to the first primary, July 1. Approximately $110,000 was spent in radio-tv over a two-month period, with Mr. Edmondson accounting for $25,000. For the two-man run-off election, Mr. Edmondson and his opponent spent an estimated $40-50,000 in radio-tv, more than twice the total spent in newspapers.

In the past, newspapers have reaped the largest portion of campaign expenditures and state publishers are known to be irked at Mr. Edmondson for concentrating on tv.

Oklahoma stations also donated liberal free time to the candidates over and above the paid-for time. For example, KWTV (TV) Oklahoma City gave 11 free half-hours prior to the first primary. And, the night before the run-off, KWTV devoted a half-hour of prime evening time (8-8:30 p.m.) to a face-to-face questioning of Messrs. Edmondson and Atkinson by its news director, Bruce Palmer. KVOO-TV and KTUL-TV, both Tulsa, and KTEN (TV) Ada also telecast the interview.

This program ended on a controversial note and the KWTV switchboard was immediately swamped with viewers' calls wanting to know how the station could absolve the dispute. KWTV then put the two candidates back on the air for 15 minutes at 11 p.m., with KTUL-TV and KTEN again picking up the telecast. After this second show, Mr. Palmer said, KWTV's switchboard "lit up like a Christmas tree" with calls from viewers complimenting the station.

KWTV also was the first news medium to announce the Edmondson nomination, according to Mr. Palmer, with a bulletin less than one hour after the polls closed based on returns from 25% of the state's precincts showing a 30,000 lead.

In addition to getting Mr. Edmondson the votes, television was credited with pulling in voluntary campaign workers for the winner. Mr. Gourley said that following the candidate's earliest tv appearances, many people from all over the state were so favorably impressed they asked to help in the campaign.

No Suds to Be Seen In Halo Network Spots

In a few weeks, Colgate-Palmolive Co., New York, enters the second phase of a television advertising campaign for Halo shampoo designed to prove the soundness of this premise: when a well-known entertainment personality admires a pretty girl who uses Halo, the distaff viewer seeing the incident on television establishes a pleasant association with Halo.

The initial phase of the campaign began three months ago when the personalities in the commercial were the type that appealed largely to teen-agers and the younger set in general: Jimmy Rodgers, Tommy Sands, Farley Granger and Peter Lawford. Starting in early August, the emphasis will shift (though not entirely) to personalities more or less attractive to "older" girls: George Sanders, Louis Jourdan, Andy Griffith and John Saxon.

The commercials are being used on network programs sponsored by C-P: *The Thin Man* (NBC-TV), *Dotto* (CBS-TV) and *American Bandstand* (ABC-TV), and the new *George Burns Show* will be utilized in the fall when it replaces *Thin Man*.

D'Arcy Adv., which conceived the campaign, feels the copy approach is unusual in that the commercial stresses that a woman should make herself attractive to men in general, and, in particular, to a man she has reason to admire. C-P has made several spot checks and found the announcement had a "particularly high recall rate," according to Allen Ducovny, radio-tv director of D'Arcy, who supervised production of the commercials (both 20-second and one-minute variety).

Though Colgate feels it is too early to evaluate the sales response to the commercials, Mr. Ducovny added, the company gave the go-ahead for the second phase of the campaign, which begins in early August.

The feel of the commercial can be ascertained by the following excerpt from the George Sanders spot:

The scene opens with Mr. Sanders in a flower shop. He notices a salesgirl making flower arrangements. Mr. Sanders does "a take" as he notices the girl's hairdo. The announcer's voice comes on:

"When a sophisticated star of stage, screen and television . . . like George Sanders . . . does a take like that. Ten to one, his eye's been caught by a Halo girl. For Halo shampoo glorifies as it cleans.

Meanwhile, Mr. Sanders has edged closer to the girl, keeps admiring her and speaks to the camera:

"You Can Always Tell a Halo Girl."

The catch-phrase, "You Can Always Tell a Halo Girl," is a song (not a jingle) that is incorporated into the commercial. The music is by John Gast and the lyrics by Thomas K. Carpenter Jr., vice president and copy director of D'Arcy and Alice Hauseman, agency copywriter, who also wrote the commercial scripts.

Hans Sauer, vice president and creative director of D'Arcy, conceived the campaign. The commercials were produced by two film companies—Robert Lawrence Productions (the first phase) and Universal-International Tv (the second).

FOR "OLDER" GIRLS: *George Sanders assures the viewer, "You Can Always Tell a Halo girl."*

Manhattan to Bow on Network Tv With Sammy Kaye Following Welk

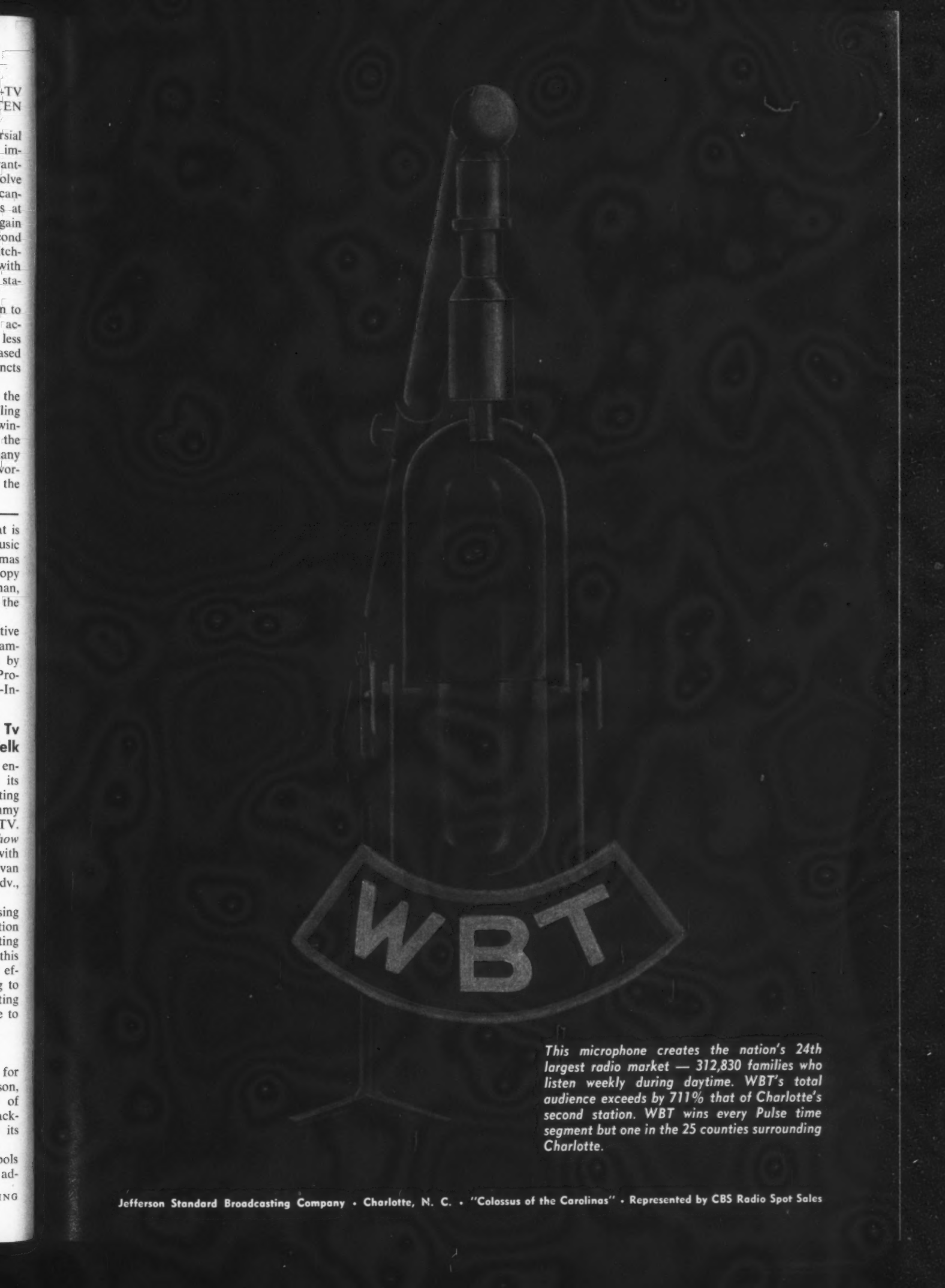
Manhattan Shirt Co., New York, is entering network tv for the first time in its advertising history, Sept. 20, underwriting *Music From Manhattan*, starring Sammy Kaye, Saturday 10-10:30 p.m. on ABC-TV. The plan to keep the *Lawrence Welk Show* audience (in the previous time period) with a similar show, was conceived by Sylvan Taplinger, head of radio-tv for Peck Adv., New York, agency for Manhattan.

John M. Weiler, director of advertising for Manhattan, explained the firm's selection of tv was so that it could tell "its exciting wash and wear story because we feel this medium provides the most dynamic and effective method of quickly demonstrating to millions of viewers. We have an exciting story to tell. In television we will be able to tell it dramatically and forcefully."

Symbols in MR Analyzed

A report issued by the Institute for Motivational Research, Croton-on-Hudson, N. Y., indicates that more than 70% of the impact of an advertisement or a package has on the consumer results from its "non-verbal components."

In essence, the institute declared, symbols are more important than words in an ad-



This microphone creates the nation's 24th largest radio market — 312,830 families who listen weekly during daytime. WBT's total audience exceeds by 711% that of Charlotte's second station. WBT wins every Pulse time segment but one in the 25 counties surrounding Charlotte.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colossus of the Carolinas" • Represented by CBS Radio Spot Sales

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,272,000 people in the U.S. over 12 years of age during the week July 13-19. This is how they spent their time.

67.0%	(83,932,000) spent	1,527.6 million hours†	WATCHING TELEVISION
59.7%	(74,787,000) spent	1,089.4 million hours	LISTENING TO RADIO
82.8%	(103,725,000) spent	411.4 million hours	READING NEWSPAPERS
33.6%	(42,091,000) spent	182.7 million hours	READING MAGAZINES
23.7%	(29,712,000) spent	341.8 million hours	WATCHING MOVIES ON TV
47.3%	(59,292,000) spent	251.0 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

†Hour totals are weekly cumulative figures. People, numbers and percentages, are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of July 1, Sindlinger data shows: (1) 109,368,000 people over 12 years of age see tv (87.3% of the people in that age group); (2) 42,371,000 U. S. households with tv; (3) 46,660,000 tv sets in use in U. S.

vertisement. The report, titled "Non-Verbal Communication" and included in the second quarterly issue of *Motivations,* points out that not only such obvious symbols as the image of a suffering child or a picture of a champagne bottle but also the color and shape of an abstract design are "highly potent communication symbols."

The communication problem, the institute declared, is two-fold. First, research must determine what is psychologically the most effective "selling" message for an ad, a package or a trademark. Second, research must determine which are the "appropriate symbols for conveying the desired message."

VTR CONSERVATIVE

An agency producer last week cautioned his colleagues in the industry not to go overboard in their enthusiasm for videotape recording at this time—not until "two major barriers" have been jumped. Donald S. Hillman, executive radio-tv producer, Emil Mogul Co., New York, on July 17 described these barriers as "videotape's limitation, as with live tv, in the use of special optical effects" and "the insufficient number of machines currently available for speedy production of prints in the quantities needed for extensive spot advertising campaigns." Mr. Hillman spoke at an intra-agency VTR seminar which also was attended by Thomas J. Merson, eastern regional manager of Ampex Corp., Redwood City, Calif.

Coast Fm Stations Order Survey

Fm Broadcasters of Southern California has commissioned Pulse to survey the region's fm families three times a year. The first survey is to be made in August, with results ready about the end of September. Data on set ownership (with families classed by income, home ownership, size of family, etc.) and on listening by times of day, hours per week and stations, will be collected by Pulse, which will not go into program preferences of the interviewers. A sample of 1,000 interviews will be made, with the interviewer verifying the presence of a working fm receiver in the home.

AGENCY APPOINTMENTS

Quaker Oats Co., Chicago, appoints John W. Shaw Adv., Chicago, to handle new instant macaroni product.

Hamilton Beach Co., Div. of Scovill Manufacturing Co. (appliances), Racine, Wis., appoints Clinton E. Frank Inc., Chicago, effective Oct. 1.

Pentron Corp. (tape recorders, components, accessories), Chicago, appoints Herbert Baker Adv., Chicago.

General Electric Credit Corp., N. Y., consumer and dealer financing firm in appliance field, names BBDO New York.

Best Books Inc., Denver, appoints Curtis Co.

Caswell-Massey (chemists and perfumers) has named Curtis Adv. Co., N. Y., for its line of men's toiletries.

Aquafilter (water-activated cigarette holder) has named Curtis Adv. Co., N. Y.

Serta Assoc. (bedding), Chicago, appoints Tatham-Laird Inc., Chicago, to handle its accounts starting with spring-1959 campaign.

Renault Dealers Assn. of Southeastern Michigan names Powell Inc., Detroit.

Kroger Co. (retailers), Pittsburgh division, names Campbell-Ewald Co., Detroit.

Consumers Union of U.S., Mt. Vernon, N.Y., non-profit consumer organization, names Maurer, Schuebel & Fleisher, Washington and N.Y.

J. J. Newberry Co. (variety stores), Boston, names Ray Barron Inc., Boston.

Breast O' Chicken Inc., San Diego, appoints Heintz & Co., L.A., for its affiliate company, Tunies Inc. Also announces test marketing in representative cities for "Tunies," new canned tuna product packaged like hot dogs.

Campana Sales Co., Batavia, Ill., names Gordon Best Co., Chicago, for Campana Italian Balm Hand Lotion.

Omar Bakeries, Omaha, Neb., names Bozell & Jacobs Inc., Chicago, Ill.

Harwill Inc. (boats), St. Charles, Mich., names Parker Inc., Saginaw, Mich.

Cal Sales (Triumph distributors), L.A., names Beckman-Koblitz Inc., L.A.

Thornton Canning Co., Lodi, Calif. (BC Breakfast Cocktail, instant made concentrated tomato juice), names Fuller & Smith & Ross, S.F.

A & A SHORTS

Boland Assoc. moves Aug. 4 to new offices at 755 Sansome St., San Francisco 11. Phone number remains Yukon 2-2960.

Schwerin Research Corp. announces new

INDOOR SPORT

"Bowling is cool fun" is the copy theme of a new radio spot campaign by American Machine & Foundry Co., New York, on behalf of its bowling group products that got underway July 21 and ends Aug. 20. The advertiser is using 2,700 minute announcements in 36 markets. The campaign saturates areas in which a large number of bowling alleys are AMF-equipped and is designed to promote newly-opened (and air conditioned) bowling centers. AMF's participation in *Steve Allen Presents Steve Lawrence and Eydie Gorme* on NBC-TV (Sun., 8-9 p.m.) for six weeks, starting July 13, covers 136 markets, is designed to appeal to the family audience and promotes bowling as "family sport." Starting in mid-September, AMF is expected to sponsor 26 one-half hours on network tv, the series to be called *Bowling Stars.* Cunningham & Walsh, New York, N. Y., is AMF's agency.

$500.00 $500.00

ANOTHER

$500.00 CONTEST

IN LOUISVILLE!!!

$250.00 FIRST PRIZE **$150.00 SECOND PRIZE**

$100.00 THIRD PRIZE

To the three timebuyers from nationally recognized agencies who come closest to picking Louisville's Number One station and its percentage share of audience in the July-August 1958 HOOPERATING for Louisville.

The three nearest predictions will be the three prize winners.

Base your guesses on Monday thru Saturday measuring, 7:00 AM to 6:00 PM. All you need to do is put the name of the station you think will be in first place and the percentage which you think it will have: for example, 15.3%, 22.9%, 31.0%, 31.6%, or whatever other figure you care to guess.

Only one entry to a person. In the event of ties, prize money will be divided equally.

AIRMAIL YOUR PREDICTION TO:

Box 290 F

Broadcasting Magazine

Washington 6, D. C.

Entries must be postmarked no later than August 8, 1958.

WINNERS WILL APPEAR IN AUGUST 18 ISSUE OF BROADCASTING

$500.00 $500.00

now shooting...

a second great year for

26

Terrific news for sponsors . . . stations . . . viewers!

A second, exciting series of 26 MEN—the fastest-selling show of the year...the show that's doing an outstanding job of building audiences, sales and goodwill in 183 markets all over the country.

THE ARIZONA RANGERS

Same great star—Tris Coffin. Same featured player, Kelo Henderson. Same top production by Russell Hayden, including the stirring theme music recorded by RCA Victor on their top label. More, new effective merchandising and audience-promotion aids.

SMASH HIT WITH AUDIENCES

#1 syndicated series in many markets. In scores of others, swamps direct competition . . . out-rates such network toppers as Ed Sullivan . . . Dinah Shore . . . Alfred Hitchcock . . . Tales of Wells Fargo . . . Have Gun, Will Travel and many, many others. (ARB)

LAUDED BY SPONSORS AND STATIONS

"one of best shows ever offered for syndication."
"well pleased with show both from standpoint of increased sales and goodwill it has built up."
"one of best shows ever programmed."
"has done a fine job for us."

MEN

ALREADY

Hood Dairy *– all New England, plus such stations as KRCA, Los Angeles . . . WNEP-TV, Scranton-Wilkes-Barre . . . KTVK, Phoenix . . . KARD-TV, Wichita . . . WMAL-TV, Washington, D. C.*

If you missed out on 26 MEN first time out, be sure to get your bid in for the new series. To avoid disappointment, please act fast.

ABC Film Syndication, *Inc*

1501 Broadway, N. Y. 36
LAckawanna 4-5050

offices at 270 Madison Ave., N.Y. 16, N.Y. Telephone: Oregon 9-5858.

McCann-Erickson has announced its Dallas office has become associated with Marschalk & Pratt Co., wholly-owned division of McCann-Erickson. **Bill Sansing,** manager of M-E's Dallas office, will serve in same capacity for M&P. **Stuart Watson,** executive v.p., will direct Dallas plans board.

Erwin Wasey, Ruthrauff & Ryan, N. Y., has moved to new offices in S. F. at 140 Montgomery St. Telephone: Exbrook 2-4616.

Doyle Dane Bernbach, L. A., has new phone number: Olive 3-8080.

PLAYBACK

QUOTES WORTH REPEATING

MEDICINE AND TELEVISION

Dr. Bradford W. Young, chairman of the radio-tv committee of the San Francisco Medical Society, commenting after KPIX (TV) San Francisco's live coverage of a heart operation [PROGRAMS & PROMOTION, *July 7*]:

Medicine is an intensely personal thing. Through a store of accumulated knowledge of men nourished and dispensed by other men, it is in reality of most vital importance to a single man, the patient. It is small wonder then that such a valuable human property charged with man's deepest emotions should be a popular target for philosophers, semantic file clerks, politicians and advertising agencies with cough drop accounts. Since the time of alchemists, it has been much easier for the doctor to adopt the cloak of detached dignity which is willingly spread for him, than to attempt to define medicine or explain it.

The one barrier to the spread of medical knowledge to the public, who certainly have a right to it if they wish it, is the reluctance of physicians to discuss with the world at large the very intimate details of life, disease and death—a certainly understandable reluctance although every physician does just this daily in private with innumerable patients. This reluctance unfortunately does not extend to authors, dramatists, large fund-raising organizations, or various political parties who feel free to describe the world of medicine and dispense medical information, complete with diagnoses, treatment and results to all comers. If accuracy is sometimes dishonored in their zeal, their concern is not too great. Their inaccuracies do not return to them for correction.

This is the doctor's dilemma.

The answer seems to be for the physicians themselves to sally forth with the correct information. Television offers an ideal medium which can create for the doctors in the public the receptive frame of mind that must exist before the transfer of this intimate yet complex knowledge to the public can be easily accomplished.

The history-making open heart surgery produced by the San Francisco Medical Society and KPIX is a classic example of the highest order of public service—the creation of the proper mental climate by the station and perfect transfer of complex medical information to the lay public. The degree of success of the process can best be measured by the intense interest of the public and the complete lack of criticism of the content of the information presented. The public, the press and the medical profession were one in their acclaim for this television-medical milestone.

RADIO'S USE IN MANY FORMS

Burgermeister Brewery Corp., as one of the West's leading advertisers, uses media other than radio. Last year, Burgermeister spent nearly $1.5 million on spot tv alone, not to mention newspapers and outdoor. But on Radio Day (July 15) at the Advertising Club of Los Angeles, Burgie's advertising manager, Leslie Mullins, naturally spoke about radio. Here's his text, condensed:

Our approach to radio is not to regard it as just one medium, but as several media.

For example, we use spots in traffic times to reach 75% of the working population that commutes.

We use spots between peak traffic periods to reach the woman who does the shopping.

We use spots on weekends to reach the leisure audience listening to portable radios on the beach or car radios along Mulholland Drive.

We use Spanish radio to reach the more than half-millon Spanish-speaking people in Los Angeles. And we try to reach them effectively. We have special jingles that we use on these stations—and to make them as authentic as possible, they are actually recorded in Mexico.

We use other stations to reach the more than half-million Negro people in the area.

We use a Japanese jingle, to reach the Japanese people, an important segment of the population. Here again, in an effort to achieve authenticity, we recorded the jingle in the Far East.

We also use the country and western music stations to reach those large groups of people who particularly favor this type of music. In this case, as in many of the others, we use special radio copy slanted at each particular audience.

We use fm radio to reach those people who like good music.

We also use after-midnight radio to get the Burgie message to those people who don't work the normal 9-to-5 day.

Burgie uses radio in many different ways to reach these many different groups of people who couldn't be reached in such a personal manner in any other way.

POPCORN IN THE PLAYHOUSE

Is "big name television" giving the medium a bad name? Does the use of "marquee talent" justify the end product? Radio-tv critic John Lardner, writing in The New Yorker *(July 12) thinks tv is making a mistake, and cites CBS-TV's* Playhouse 90 *and its guest celebrities as a case-in-point.*

". . . It was evident, as it generally is on *Playhouse 90*, that if the producers could think of a way of selling the spectators popcorn on the spot, they'd sell popcorn. It seems to me that these booster techniques, these scrambles to compromise with every known or imaginable whim of audience or sponsorial taste, do a good deal to explain the present state of theatre programs on television. For one thing, they make it difficult for shows like *Playhouse 90* to have a sensible, coherent shape or purpose. . . . As for casting, producers yield regularly to the impulse to bolster or stimulate a performance with famous show-business personalities, whose own mothers would probably, if asked, advise them to pass up the assignment for art's sake and their own.

In almost no theatre program that I know of is there an indication of a guiding mind, a single strong standard of taste, at work. The present time is said, obviously with reason, to be one of mortal peril for televised theatre in general. The *Kraft Theatre* died like a dog not long ago; so did *Studio One*. In the circumstances, I suppose that a degree of makeshift policy and of vicarious popcorn-selling is excusable. Whether the spirit of non-austerity should be carried to the point of non-reading by producers of the plays they produce—which, I've heard, has become a key rule of the new method—is more than I'm now prepared to say.

It seems a little wolfish, given these perilous circumstances, to knock the products of the theatre programs that still survive. The natural attitude toward *Playhouse 90*, for instance, is to respect its motives, honor its finer achievements, tolerate its sins and root for its further survival. Tolerance is not always easy . . ."

TWIN IMPACT

DENVER . . . KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 kcs. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA . . . KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knodel or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

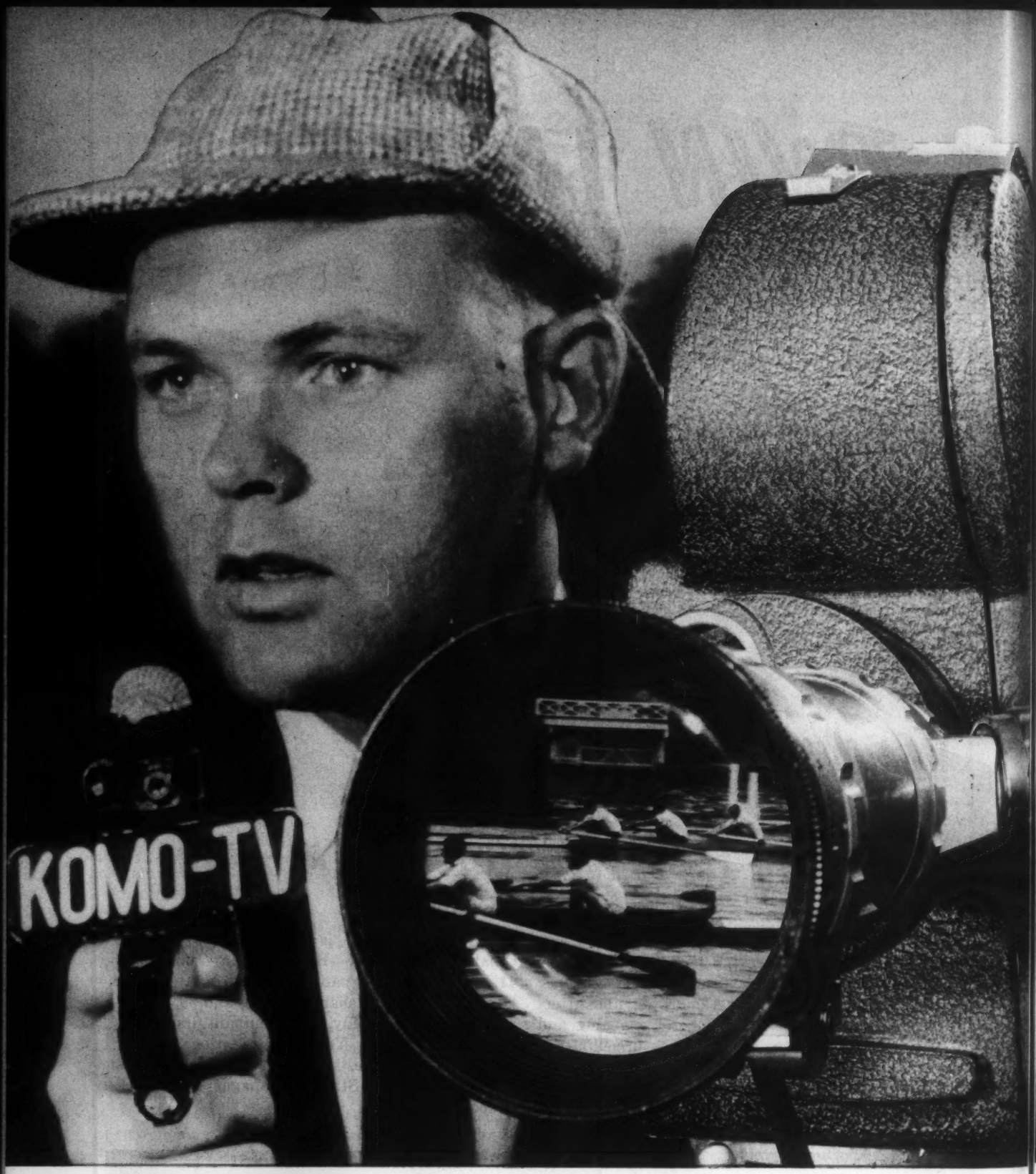
the Star stations

DON W. BURDEN — *President*

★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

★ **KWIK — Pocatello**
NATIONAL REPRESENTATIVE
AVERY-KNODEL



"Jolly good show at Henley!" Another reason

Dateline: July 3, Henley-On-Thames, England—scene of the 119th Annual Royal Henley International Rowing Regatta, where Seattle's University of Washington crew is competing against the world's finest.

Present: KOMO-TV Sports Director Keith Jackson and cameraman Howard Ramaley.

Purpose: *Exclusive film* for the avid race fans in the Pacific Northwest and to broadcast the Regatta *live* via special BBC line to London, transatlantic cable to New York and transcontinental line to Seattle.

Audience Comments: "*Crazy, Man*" from the more exuberant younger set to "*Jolly Good Show*" from a member of the British Consulate staff.

Still another example of responsible broadcast journalism that identifies the medium more closely with the community it serves. You buy more than ratings on *KOMO-TV*—you buy *influence*.

CBS-TV WIDENS RATE CONCESSIONS

- **Sustaining time offered for exchange commercials**
- **Adjustment augments liberalized rates and discounts**

A new policy enabling advertisers to put exchange commercials into sustaining time if they cannot work out exchange arrangements with their co-sponsors was put into effect by CBS-TV last week.

The broadened exchange plan, subject to CBS ground rules, is part of liberalized rate, contiguity discount and product protection policies disclosed by the network last month [AT DEADLINE, June 16] and described in detail last week.

The details were spelled out in a letter sent to advertisers and agencies by William H. Hylan, CBS-TV network sales administration vice president.

Explaining the changes, Mr. Hylan said: "Having pioneered in daytime network television, it is only natural that CBS should be the first to recognize the problems which have developed, which are peculiar to our medium, and which now have become essential ingredients in the daytime picture." He called the changes "important" ones "designed to make it easier, more economical and more profitable for the daytime advertiser to do business with us."

Mr. Hylan said the exchange commercial plan was "designed primarily for daytime" but "may be applied, if need be, to our evening alternate-week sponsors." It affects only "a few" advertisers but "is very important to those few," he asserted. He praised "the splendid cooperation of our affiliated stations" for making it possible. Here's how it works:

If a sponsor cannot work out an exchange of commercials with a co-sponsor, CBS will designate a sustaining segment into which the exchange commercial will be put—either the same day and same time segment of the opposite week, or as close to that as possible. The advertisers will pay any out-of-pocket expenses arising from union cost, etc. (but "in many cases there should be no cost"). In case of conflict, the advertiser first in the program will have the right to the exchange position unless self-imposed limitations prevent his arranging an exchange in a commercial segment.

CBS reserves the right to cancel sustaining exchange arrangements if the time period is sold but will give as much notice as possible and try to arrange for the incoming sponsor to continue the exchange if this is appropriate. Weekday *Capt. Kangaroo* and *Morning News* shows are not involved in the exchange plan.

Highlights of the network's new daytime product protection policy, also effective immediately, were summarized by Mr. Hylan thus:

"We will continue our current practice of providing 15-minute separation between competing commercials in adjacent time periods. However, CBS television will grant exclusive protection within segmented programs only on personality programs. On other programs protection will apply only on the day purchased, and we may schedule competitive products on other days of the week. Where a narrator or m.c. is concerned, exclusive use of such individual for a product will be protected on the basis of priority."

Mr. Hylan said advertisers will be protected for two product categories in an alternate-week quarter-hour purchase, plus one additional product category for each additional alternate quarter-hour he pur-

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

July 28-31, Aug. 1, 4-6 (12:30-1 p.m.) *It Could Be You*, participating sponsors.

July 28-31, Aug. 1, 4-6 (2:30-3 p.m.) *Haggis Baggis*, sustaining.

July 28, Aug. 4 (7:30-8 p.m.) *Haggis Baggis*, sustaining.

July 29, Aug. 5 (8-9 p.m.) *The Investigator*, RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

July 30, Aug. 6 (9-10 p.m.) *Kraft Mystery Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

July 31, (7:30-8 p.m.) *Tic Tac Dough*, Warner Lambert Pharmaceutical Co. through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

July 31, (10-10:30 p.m.) *The Price Is Right*, Lever Bros. through J. Walter Thompson Co.

Aug. 1 (7:30-8 p.m.) *The Big Game*, sustaining.

Aug. 2 (8-9 p.m.) *The Bob Crosby Show*, participating sponsors.

Aug. 3 (7-7:30 p.m.) *Noah's Ark*, sustaining.

Aug. 3 (8-9 p.m.) *Steve Allen Presents: Steve Lawrence and Eydie Gorme Show*, American Machine & Foundry through Cunningham & Walsh, Procter & Gamble and Greyhound Corp. both through Grey Adv.

Aug. 3 (9-10 p.m.) *The Chevy Show*, Chevrolet Div. of General Motors through Campbell-Ewald.

IN ATTENDANCE at the special ABC-TV affiliate meeting in New York week before last, following the $13.3 million Young & Rubicam ABC-TV "Daybreak" purchase [ADVERTISERS & AGENCIES, July 14, *et seq*] were (seated, l to r) Peter G. Levathes, Y&R vice president and director of media relations; Mary Healy, Peter Lind Hayes, who is tentatively assigned a "Daybreak" show; and Robert H. Hinckley, ABC vice president; (back row, l to r) Thomas W. Moore, ABC vice president in charge of programming; Everett H. Erlick, Y&R vice president and associate media director, and Leonard H. Goldenson, AB-PT Inc. president. The meeting, held in New York, was attended by representatives of more than 50 ABC-TV primary affiliates.

chases in the program, up to a maximum of five categories.

The daytime cost reductions, as described a few weeks ago, are achieved in two ways: (1) Saturday and Sunday afternoons and 5-6 p.m. weekdays will be reclassified from Class B time (which costs 75% of Class A time) to Class C (which costs 50% of Class A), effective Sept. 29, and (2) the contiguous rate policy, now applicable only to multiple-segment buys scheduled on the same day, will be extended to apply also to different days, effective Sept. 1.

Mr. Hylan said that "the Class B rate has outlived its usefulness" and that CBS felt it "should price these periods realistically." He did not expect, however, that the network's weekend sports events would be repriced because "these events are sold at package prices which include already built-in discounts."

The change in daytime contiguity policy will enable sponsors buying multiple segments during the week to get all but the first at lower rates, even if all segments don't fall on the same day. The additional segments will be priced according to their *pro rata* relationship to the hour rate. Example: An advertiser with two daytime quarter-hours scheduled on different days now pays 40% of the hour rate in each case. Under the new plan, the first will cost 40% and all others will be 25% of each. The first or "anchor" program must be at least a quarter-hour in length.

NBC-TV Sees Longer 'Outlook'

NBC-TV reportedly is planning to place a new hour-long news program in the 5-6 p.m. slot on Sunday next fall to alternate weekly with *Omnibus*. Among various possibilities under consideration is the extension of *Outlook*, now a half-hour show seen on Sunday. The network already has announced *Omnibus* is set for another season on the network [ADVERTISERS & AGENCIES, July 14].

MBS Signs Two 'Independents' Under New Network Service Plan

Mutual Broadcasting System last week completed affiliation agreements with two "good music" stations, WDOK Cleveland and WZIP Covington, Ky. (Cincinnati market).

MBS terminated its dual affiliation (with NBC Radio) at WLW Cincinnati a week ago Sunday (July 20) and connected with WZIP the following day (July 21); its termination with WSRS Cleveland (dual with ABC radio) became effective last Wednesday (July 23) and the MBS-WDOK affiliation commenced Thursday morning.

Mutual Board Chairman-President Armand Hammer said that in both instances there had been no previous network affiliation. Futhermore, both WDOK and WZIP will retain their status as "independent stations" though they now carry MBS news on the hour and half-hour as well as national sports and special events. "Mutual's new network concept . . . is based on the idea that beyond this service, the local station knows best what its listeners want to hear," Mr. Hammer explained.

WDOK is owned and operated by Civic Broadcasters Inc. with 5 kw on 1260 kc and WZIP Inc. with 250 w on 1050 kc.

Two More Join MBS

Mutual has announced that KGLU Safford, Ariz., and KWJB Globe, Ariz., have joined that network as affiliates. Both previously were NBC affiliates.

Tv Networks Good Bet, Financial Survey Says

Wall Street finds the tv network business favorable, its earning power unhampered for the most part by the current slump in the national economy.

This is the view of an investment survey by Arnold Bernhard & Co., New York. Treated in the July 14 report on the amusement industry are two of the three tv networks: ABC-TV and CBS-TV. NBC-TV comes under the electrical industry category because of ownership by parent RCA, while the other two networks are analyzed as parts of the amusement industry.

From the Bernhard report dealing with American Broadcasting-Paramount Theatres (parent company of ABC-TV): "Among the three major television broadcasting networks, American Broadcasting possesses the greatest potential for future sales growth. . . . Despite occasional complaints of the high cost of the medium, businessmen have generally found television to be an excellent way to reach prospective customers."

The investment firm apparently has kept tabs on ABC-TV's programming-sales endeavors, noting that the network previously had devoted nearly all of its effort to developing nighttime programming but "has not yet fully exploited its morning and afternoon program time" although now prepared to do so. "By the early sixties," the report comments, "many, if not all, of its daytime programs will probably be sponsored. This would result in a sharp increase in revenues above the current level."

Of CBS-TV the survey comments, "Even in the face of the current business recession, Columbia is almost certain to achieve new record revenues and earnings in 1958." Some advertiser curtailments (the auto industry is cited as one) have been "more than offset by greater promotional outlays by other advertisers." Bernhard concludes, "We expect the company either to increase the quarterly dividend rate within the next few months, or to distribute an extra payment at year's end."

KCMT (TV) to Be NBC Affiliate

KCMT (TV) Alexandria, Minn. (ch. 7), which is scheduled to go on the air Sept. 1, will join NBC-TV on that date as an optional interconnected affiliate, Harry Bannister, vice president in charge of station relations for the network, announced Wednesday (July 23). The station is owned by Central Minnesota Television Co.

Night Viewers Up 8%, TvB Says

Network television nighttime audiences during the first six months of this year averaged 8% beyond the same period of 1957, and the average network daytime audience was 13% larger this year, TvB reported last week. The bureau cited A. C. Nielsen Co. figures to show that the average evening program reached 9,260,000 homes as against 8,549,000 a year ago and that the average daytime audience was up to 3,557,000 from last year's 3,136,000. Both 1958 figures are record highs, TvB noted.

THE BIG DIFFERENCE IN

PHILADELPHIA RADIO IS

TALENT!

That's why more local and more national advertisers use WPEN than any other radio station in Philadelphia*

*B. A. R. Reports

WPEN

dial 950

Represented nationally by **GILL-PERNA** *New York, Chicago, Los Angeles, San Francisco, Boston, Detroit*

156 Color Cartoons in Package Offered by Kaufman's Jayark

The formation of Jayark Film Corp., New York, to finance, produce and distribute film programming for television was announced last week by Reub Kaufman, president, who was founder and former president of Guild Films Co., New York. The initial offering by Jayark will be 156 animated color cartoons, produced by nine studios in eight countries throughout the world.

Mr. Kaufman reported that the first 52 episodes in the cartoon package have been signed in 27 markets, with options to renew for the remaining 104. Among stations which have signed, he said, are WFIL-TV Philadelphia, WNHC-TV New Haven, WNBF-TV Binghamton, N.Y., WCCO-TV Minneapolis, KSD-TV St. Louis, WHDH-TV Boston, KLOR-TV Provo, Utah. The starting date for the package is Sept. 1.

The product is being marketed under the title of *Cartoon Storybook*, according to Mr. Kaufman, who noted that each of the 10-minute episodes maintains a storyline with a moral. Among the countries in which the cartoons were produced are France, Holland, Spain and Yugoslavia. Mr. Kaufman observed that with decreased cartoon production in the U. S., there has been a stepped-up schedule abroad by producers, many of whom were trained by U. S. animators. He expressed the belief that viewers will not be able to differentiate between cartoons produced in Hollywood and those in the *Cartoon Storybook* package.

Mr. Kaufman revealed he has several production plans in the developmental stage, which will be announced in a few weeks. He is concentrating presently on organizing a staff. JFC headquarters is at 15 E. 48th St., New York. The telephone is Murray Hill 8-2636. Jerry Liddiard is vice president in charge of sales for JFC and Curtis Kaufman is administrative vice president.

Guild Has Rights to Tape Shows

Guild Films Co., New York, has acquired distribution rights to a syndicated program series to be produced on videotape, *The Time and the Place*, it was announced last week by John Cole, president. The drama-adventures series is being produced in Hollywood by Henry Berman and is scheduled for fall release to tv stations in both half-hour and full hour versions.

Mr. Cole reported that Guild Films also has acquired distribution rights to *Divorce Court*, a local program produced on videotape by KTTV (TV) Los Angeles and carried on the station. Mr. Berman is using the facilities of KTTV to videotape the series [STATIONS, July 21].

Gold Medal Sponsoring Workshop To Train Broadway Talent in Tv

Gold Medal Studios, Bronx, N. Y., will conduct a two-month television and motion picture workshop among Broadway producers and directors to encourage them to enter independent tv film and motion picture production fields in the east. The workshop will be held at the Gold Medal studios from late October until late December.

In announcing establishment of the workshop, Martin Poll, president of Gold Medal, said, "There is a vast pool of creative talent concentrated in the New York area that devotes itself solely to theatrical interests" and the project he is launching is designed to encourage them to consider tv film and motion

FILMS ACROSS THE PACIFIC

A television filmed commercial produced in Japan and utilizing "stop-motion puppetry" will be presented on ten eastern tv stations the first week of September as part of the opening fall campaign of Vanity Fair facial tissues. The advertiser, Vanity Fair Paper Mills Inc., New York, and its agency, Paris & Peart, New York, point out it is the first commercial produced in Japan for the U.S. market and believe its unusual quality of animation will create excitement in advertising circles.

The introduction of the commercial, featuring puppets fashioned by Japanese designers at film studios there, was expedited in large part by Arthur C. Rankin Jr., president of Video Crafts Inc., New York, producer of tv film commercials and industrial motion pictures. Several months ago, he attended a screening in New York of Japanese tv commercials and he was arrested by what he calls the "dimensional quality" of the animation.

Mr. Rankin organized the Japan Animation Producers Assn., consisting of six of the leading film studios in Tokyo, and signed a contract as the association's exclusive agent in the U.S. On assignment from Vanity Fair and the Illinois Baking Co., Mr. Rankin journeyed to Japan two months ago for a six-week stay, during which he served as executive producer on commercials for these advertisers (the Illinois Baking commercial is still being processed).

Mr. Rankin brought to Japan a script and storyboard for the Vanity Fair commercial, created by Paris & Peart. Dan Blumenthal served as writer and Jules Bass as producer for the agency. Upon his return to the U.S. several weeks ago, Video Crafts arranged for the production of the sound tracks, utilizing Screen Actors Guild personnel in New York. The actual production was at several studios in Tokyo.

Mr. Rankin believes that Japanese-produced commercials will be of particular interest to U.S. advertisers, in that he estimates their cost at about one-third less than for those of comparable production value made in this country. He stresses that the commercials are not "bargain-basement" but are economical for the "high quality" achieved.

The commercial for Vanity Fair spotlights puppets in the role of a doctor, a woman, her son Elvis and a lamb (Vanity Fair's corporate symbol). The woman asks the doctor how she can prevent irritation while removing make-up. He recommends Vanity Fair tissues—"the facial tissues with Lanolin—Lanolin makes tissues gentle as a lamb." A lamb scurries into the room and—

Lamb: "Somebody call me?"

Doctor: "Go 'way, kid, you bother me."

Lamb: "Kid, he says. Can't tell a lamb from a goat."

The doctor then touches upon the virtues of Vanity Fair tissues and is interrupted by the woman, who assumes that "they must be expensive."

Doctor: "Vanity Fair costs less than many tissues with no Lanolin, and they're sterilized."

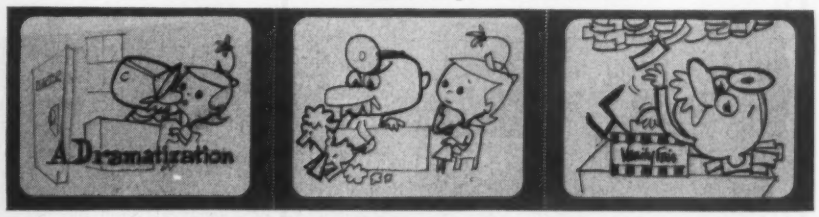
Woman: "I must get Vanity Fair. Come Elvis."

Elvis: "Can I use Vanity Fair tissues for my cold? Can I, Ma?"

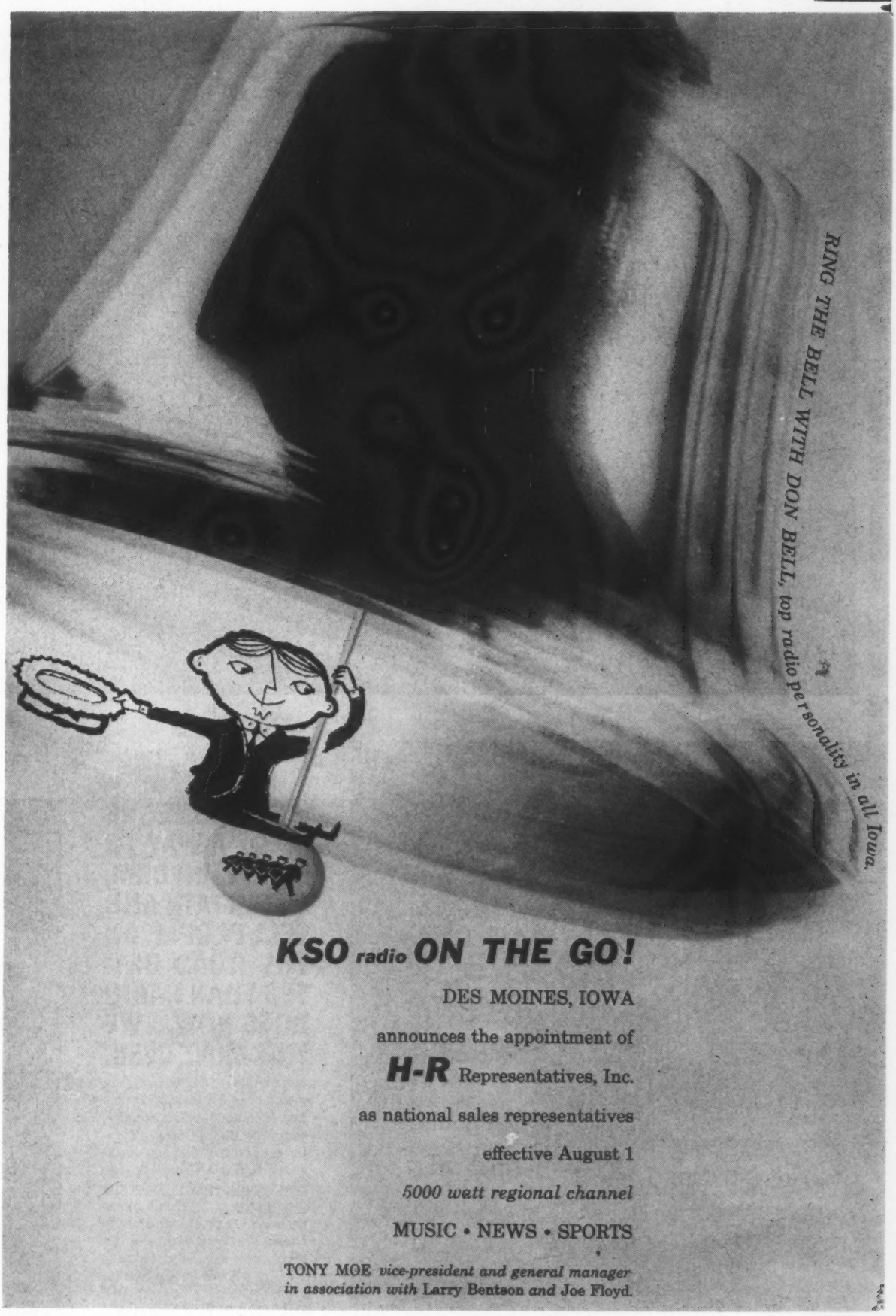
Lamb: "And they pay me off in haircuts."

The campaign for Vanity Fair tissues will begin in 10 eastern markets and be expanded later this fall.

What the New York agency asked for . . . . . .



. . . . . and what it got back from Japan


RING THE BELL WITH DON BELL, top radio personality in all Iowa.
KSO radio ON THE GO!
DES MOINES, IOWA
announces the appointment of
H-R Representatives, Inc.
as national sales representatives
effective August 1
5000 watt regional channel
MUSIC • NEWS • SPORTS
TONY MOE vice-president and general manager
in association with Larry Bentson and Joe Floyd.

RADIO ONLY!

WHEN SOMEONE FINDS A WAY TO REACH, INFORM, ENTERTAIN AND SELL PEOPLE ON THE ROAD BETTER THAN RADIO DOES NOW...WE WILL MOVE OVER!

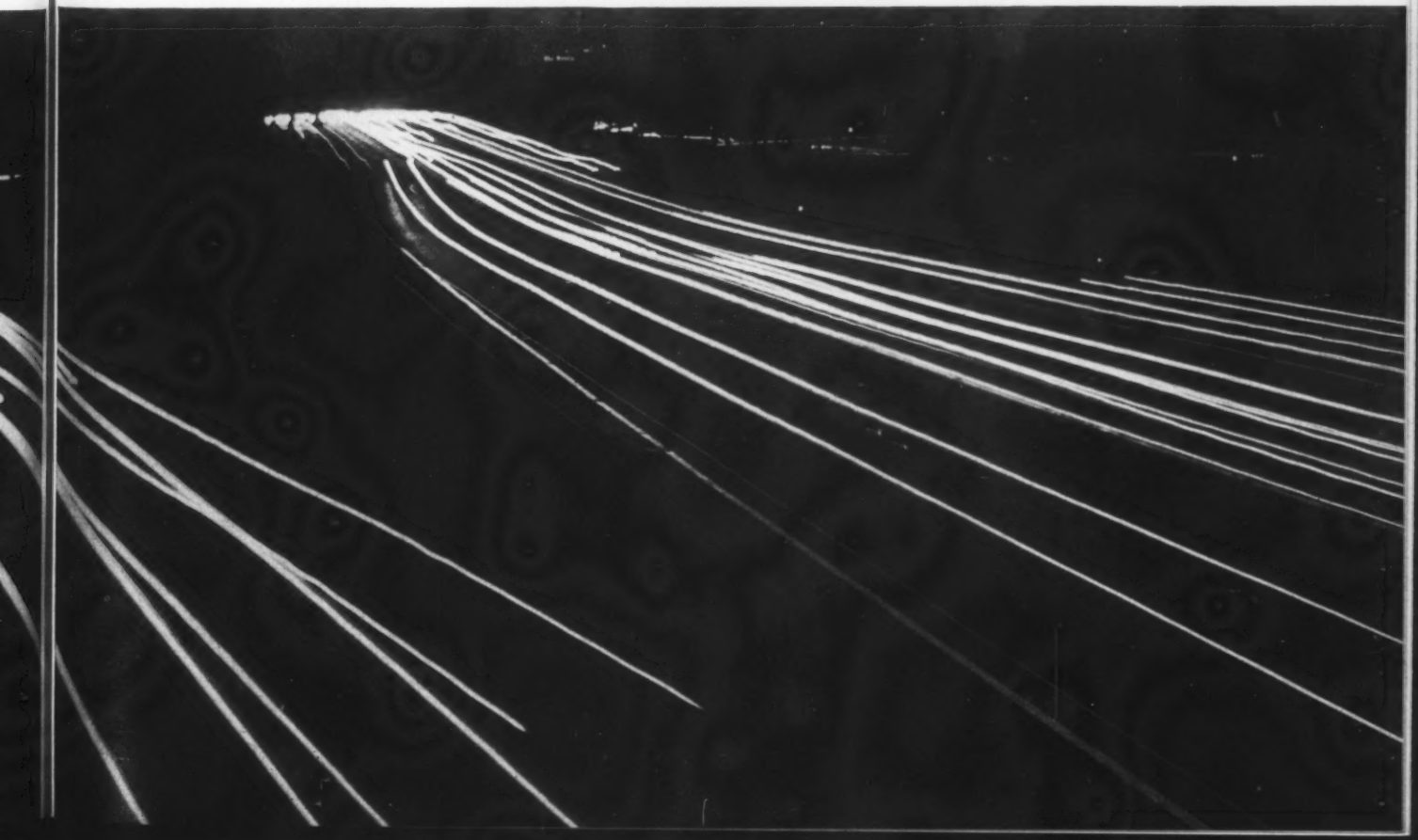
Meanwhile, of all advertising media, radio alone is in the driver's seat. And nationally, the CBS Radio Network delivers radio's biggest audiences to advertisers—41 per cent more listeners than the next network.* What's more, these are listeners who really *listen*. The very nature of the whole program schedule tells you so. And we can prove it!

*NIELSEN RADIO INDEX, JANUARY 11 THROUGH MAY 10, 1958.

CBS RADIO NETWORK

RADIO ONLY!

RADIO ONLY!



picture production in the East. Guest speakers will include such film writers and directors as Elia Kazan, Joseph Anthony, Budd Schulberg, Walter Bernstein, John Cromwell and George Justin. The workshop is open to producers and directors of theatrical presentation and will cover such phases of motion picture-tv film operations as direction, production, scripting, cinematography and related subjects.

Four Star Expands Film Service

The entrance of Four Star Films into the tv commercial field and the appointment of Walter Bien as head of the new department were announced last week by Dick Powell, Four Star president. Mr. Bien for the past three years has been production chief of Warner Bros. commercial and industrial film department. His assistant, Robert Chenault, also has joined Four Star, which last Friday filmed its first commercial, an Eastman Kodak spot for use on the *Ed Sullivan Show*, ordered by J. Walter Thompson Co.

David H. DePatie has been named production executive of Warner's commercial and industrial film division, replacing Mr. Bien. He will report to Jack M. Warner, vice president in charge of the division. Keith Harrier has also been added to the staff as production coordinator.

Animation Inc. Suit Settled

Animation Inc., Hollywood producer of tv commercials, has withdrawn its $250,000 plagiarism suit against Michael Todd Co. following an out-of-court settlement. Suit, filed last year in Los Angeles Superior Court, charged the Todd organization with using an animated epilogue to "Around the World in 80 Days" based on a story board sequence created by Animation, which was not credited for its contribution to the motion picture. Amount of the settlement was not disclosed, but it is understood to be equal to the profit that Animation would have received if it had provided the complete animated epilogue to Todd. News release of the settlement includes an acknowledgment by officers of the Todd organization that Animation Inc. "had made a great contribution to the creation of the epilogue, which has received wide acclaim as an artistic triumph."

FILM SALES

Screen Gems, N. Y., reports its syndication sales volume for first six months of 1958 rose by more than 150% over same period of 1957. SG said increase was paced by recent sales on four major properties released for station programming during period: *Burns and Allen* situation-comedy series (sold in 35 markets), *Son of Shock* package of 22 horror feature films (51 markets), *The Three Stooges* group of 78 comedy shorts (25 markets) and *Triple Crown* of 112 feature films (82 markets).

Trans-Lux Tv Corp., N. Y., has sold Encyclopaedia Britannica library of 700 short subjects to KSLA-TV Shreveport, La.

NAB Code Rules Given Under White-Coat Ban

NAB, which last month declared white-coat medical advertising out of style unless portrayed by a professional practitioner, last week laid down a set of rules to guide enforcement of its new code provision.

Roger W. Clipp, WFIL-TV Philadelphia, explained enforcement procedures in his capacity as chairman of the NAB Television Code Review Board. He said many inquiries had been received from tv station subscribers and advertising agencies in regard to enforcement of the rule [ADVERTISERS & AGENCIES, June 23].

Mr. Clipp said the American Medical Assn. and American Dental Assn. had endorsed the ban on simulated professional endorsements. He interpreted the code to mean:

"The ban precludes an appearance in ads of actors portraying physicians, dentists or nurses even though such portrayals are visual only.

"The use of any props or settings which might give the impression that the individual speaking could be a member of the medical, dental or nursing profession, when in fact he is not, is not acceptable, regardless of intent.

"Reference by an announcer to comprehensive scientific research, studies or surveys, fully supported, are not affected by the amendment.

"Recognizing the need for time to effect the required changes, filmed commercials produced prior to June 18 may be used until Jan. 1, 1959."

Dr. F. J. L. Blasingame, AMA executive vice president, lauded the code board for its "realistic approach" in eliminating commercials which feature actors speaking as medical authorities. Such appearances, he said, have served to reduce the effectiveness of qualified medical doctors appearing on tv for health education purposes. Dr. Harold Hillenbrand, ADA secretary, said the new restriction is "definitely in the public interest."

South Carolinians at Beach For Three-Day Radio-Tv Meeting

Management, political and operating problems of broadcasters will be covered at the three-day meeting of South Carolina Radio & Television Broadcasters Assn., which started yesterday (July 27) at Myrtle Beach. W. Randall Davidson, WAKN Aiken, is association president.

John S. Hayes, president of WTOP-AM-FM-TV Washington, is keynote speaker today, discussing responsibilities of local broadcasters. Carlisle Roberts, Columbia, S. C., attorney, is speaking on South Carolina libel and slander laws. The luncheon speaker is J. Frank Jarman, WDNC Durham, N. C., NAB Radio Board chairman. His topic: "Radio—Yesterday, Today and Tomorrow."

SMPTE Establishes Committee To Work on Videotape Standards

The Society of Motion Picture and Television Engineers last week announced the formation of a videotape recording engineering committee to explore standardization of videotape recording practices in the television field.

The scope of the committee, as outlined by Axel G. Jensen of Bell Labs, engineering vice president of SMPTE, will be "to propose standards and good engineering practices for the construction, operation and measurement of videotape recording and reproducing equipment and for those videotape or other characteristics which affect performance and interchangeability." The chairman of the committee is Howard A. Chinn of CBS-TV.

FORMAL OPENING of the Washington Broadcasters Club took place July 18 when FCC Chairman John C. Doerfer cut a ribbon of recording tape. In picture (l-r) are Leonard H. Marks, Washington attorney and club president, Mrs. Doerfer, the chairman and Mrs. Marks. Some 200 members and guests attended the opening reception.

Movieland group has

9 OUT OF 10 POST '48

What a buy! A.A.P.'s Movieland Group has 81 top pictures from major studios including RKO, 20th Century-Fox, UA, Universal, Korda and others. And 9 out of 10 were produced between 1948 and 1957! Many of these films star big names like Ginger Rogers, Lilli Palmer, Bette Davis, Paulette Goddard, Rex Harrison, Joseph Cotten, Orson Welles and others. Here's an array of great, new pictures that have pulled top ratings in markets where they've already appeared. First run in many markets.

For full details, write, wire, phone:

a.a.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., MUrray Hill 6-2323 — NEW YORK
75 E. Wacker Dr., DEarborn 2-2030 — CHICAGO
1511 Bryan St., Riverside 7-8553 — DALLAS
9110 Sunset Blvd., CRestview 6-5886 — LOS ANGELES

Prices for individual pictures on request

WGN (Inc.) WINS A

and here are t

WGN-TV

Chicago White Sox vs. N.Y. Yankees

June 24, 1958. Chicago's first telecast of a night baseball game in 7 years.

STATION	RATING	SHARE OF AUDIENCE
WGN-TV	29.2	54%
Network X	7.8	15%
Network Y	7.4	14%
Network Z	9.0	17%

(ARB averages for entire game)

You've seen the score cards. You've seen which stations scored with Chicago audiences.

WGN-TV and WGN-Radio belong on *your* sales team if you sell in Chicago.

A DOUBLE HEADER

e the score cards—

WGN-RADIO

Chicago Cubs vs. Chicago White Sox

June 16, 1958. Inter-city night game. Broadcast on 2 Chicago radio stations. No TV.

STATION	RATING	HOMES	SHARE OF METRO. AUDIENCE
WGN-Radio	7.5	140,500	43%
Station Z	3.6	67,400	21%

(Special Pulse survey. Averages for 10 quarter hours. Includes in-home and out-of-home metropolitan audience.)

Quality and Integrity

WGN-TV and WGN-Radio

441 North Michigan Avenue, Chicago 11, Illinois

BLAIR 'TOP 40' REPLY OFF PRESS

- **'Local Radio Programming' booklet answers NBC panel**
- **Eight program elements listed; all timebuyers get copies**

What is successful local radio? A jukebox, or reasonable facsimile thereof? A music-and-news operation?

None of these, says John Blair & Co., national representation firm. Radio, particularly its local programming (and what radio does not have a local touch to it today? wonders the Blair company), is:

"Actually a complex exacting business in which eight major elements must be skillfully blended by experienced, alert management."

To get the story of *Local Radio Programming* across primarily to advertisers and their agencies, John Blair & Co. has published in booklet form a detailed document of some 7,000 words and bearing that title.

The report covers every "type" station, both network and independent, and outlines the basic principles and ingredients of competent and thus successful radio operations today.

Anticipation of the report and its importance from the Blair viewpoint was contained in the statement earlier in July of Arthur H. McCoy, executive vice president, John Blair & Co., who commented on an NBC Spot Sales timebuyer panel survey that found little confidence in the selling ability of "Top 40 Tunes" stations [LEAD STORY, July 7, June 30]. At that time, Mr. McCoy said the Blair organization hoped "our book will give advertiser and agency executives a better appreciation of the complications, the 'blood, sweat and tears' that go into local programming.

"Then when any biased survey comes their ways, they will know better the pitfalls . . ." And, he noted further, the Blair publication was to be delivered to all major advertisers and agencies "for the primary purpose of helping them better understand the many facets of programming."

John Blair & Co. made a detailed study of the programming activities of 476 stations, including 40 that it represents as well as the competing stations in those markets. The published report was the result of a digest of the information gathered.

Contents of the report were revealed publicly Wednesday (July 23) in New York. The eight "major elements" in local radio broadcasting "which radio station management molds into a total operational pattern" are listed as news, service (as distinguished from public service), music, personality, public service, editorializing, production and promotion-exploitation. Each of the segments are treated in detail.

The Blair study and subsequent publication followed a broad outline set forth by a committee comprising Mr. McCoy, acting as chairman; Ward Dorrell, vice president and research director; Wells Barnett, station-operations director; Lou Faust and Ed Whitley, New York account executives, and Al Long, director of sales development. Mr. Barnett did most of the actual writing.

The report does not treat the "Top 40 Tunes" controversy head-on, though in a section on music, these observations are made:

"It is sometimes said that a station which adheres closely to a pattern of currently popular music is a 'rock 'n' roll' station. This generality assumes the status of a cliche; consider these facts:

"1. No one has yet offered an acceptable definition of 'rock 'n' roll.' A certain amount of today's popular music is recorded with a slow, rather heavy beat. A certain amount carries lyrics or titles or both which have an orientation to young people. But there is also a considerable amount of popular music which is done completely differently, and . . . is of equal popularity with the so-called 'beat' or teen-age music.

"2. Stated a little differently, the fact that a musical performance by an artist becomes a popular record seller doesn't make that performance automatically a 'rock 'n' roll' performance, even though some performances which fall in the 'rock 'n' roll' category become best sellers and generally popular. The best selling record of 1957 was 'All Shook Up" by Elvis Presley. The second best seller was 'Love Letters in the Sand,' with Pat Boone. Both sold in the millions, yet they are entirely different in every respect."

The basic point made in the discussion of music is that the station ranking high in a market programs popular music and emphasizes it along with a combination of other "complex factors" to do a total job for the listening audience. Stations heavy on classical or semi-classical music or without a "philosophy of controlling music" do not achieve significant audiences in any type of audience survey; their audiences usually are specialized.

Attention is given to the public taste as a determinant in music programming as well as in its management control. And, the survey notes, "the musical taste of the public is a capricious thing."

The Blair report draws a bead on so-called "modern" radio, showing how broadcasting has changed from pre-war programming. Summarized by category:

• News—Investments in news-gathering facilities and personnel are tremendous; shortwave mobile news units, portable tape recorders, radio-telephone fleets, airplanes and helicopters are the mechanical arms for radio to report news as it happens; eyewitness reports go on the air even as the news event occurs; news handling is so skilled that often local newspapers monitor stations to keep abreast of developments.

• Service—Advertisers tend to limit thinking to time, temperature and weather reports but services have increased. Local radio tells businessmen what suit to wear each day; what time the housewife should shop; the youngster is informed on school closings. The traditional service of farm-market prices has been extended so that today radio stations serve the middle class who ski in the winter, operate small boats in the summer or who travel for pleasure. Auto traffic reports are channeled via local radio as are regional disaster services (hurricanes, tornadoes, floods, etc.).

• Personality—Even though one station's basic program material (including music) may be "much the same as one or more competitors," in most major markets there is always one station that stands out. Reason: "more skillful creation and organization of all the complex elements [as presented in the report]." Notes the Blair study: "New research about to be made available by John Blair & Co. indicates that very successful radio stations create a positive image in the minds of the listeners. They tend to think of such stations as lively, entertaining and interesting." Stressed here is the air personality who becomes part of the community, is a real person who projects himself to the listener as doing more than simply spinning records and reading commercials and news and who, even more importantly, plans his programming and cues as well as commercial integration very carefully.

• Public Service—Again integration is of paramount importance. Panel shows, interviews, etc., are employed to discuss issues of local and national importance, methods are created to permit listeners to participate and to voice their views. In addition to the public forum aspect, stations promote causes in the community, adapting advertising techniques in the process.

• Editorializing—In recent years, "modern" radio stations have begun to voice their own opinions publicly on local and national issues, particularly in view of the close kinship of enlightened public service and editorializing. Examples are given.

• Production—While this section is brief

TOP 35

There were 35 advertisers last year which could be classified as the "top radio spenders," according to the report on local radio published by John Blair & Co., station representation firm. The advertisers listed: American Tobacco Co., Anheuser-Busch, B. C. Remedy Co., Beechnut Gum, Best Foods Inc., Campbell Soup Co., Chrysler Corp., Clark Gas, Coca-Cola Co., Colgate-Palmolive Co., Esso Standard Oil, Eveready, Ford Motor Co., General Foods, General Motors, GMAC, Lambert Pharmacal, Lever Bros., Liggett & Myers, National Biscuit Co., National Bureau of Fire Underwriters, Pepsi-Cola Co., Philip Morris, Phillips Petroleum, Quaker Oats Co., R. J. Reynolds Tobacco, Shell Oil Co., Sinclair Refining Co., Slenderella, Standard Brands Inc., Sterling Drug, Shulton, Tea Council of the U.S.A., Texas Co. and Thomas Leeming & Co. The report points up that national advertisers invested nearly $200 million in radio in 1957.

THE REVOLUTION IN 6 O'CLOCK TV VIEWING IS COMING!

THE FIRST STATION TO OFFER AMERICA'S TOP FAMILY COMEDIES TOGETHER!

They're mad . . . mad . . . mad

THE THREE STOOGES

together with . . .

Never-been-equalled creator of the "slow burn"

EDGAR KENNEDY COMEDIES

In one great hour-long . . . laugh-making . . . audience-pulling show!

They're the most successful, money-making, laugh-provoking comedies of all time! Who says so? America's theatre owners say so! And who would know better?

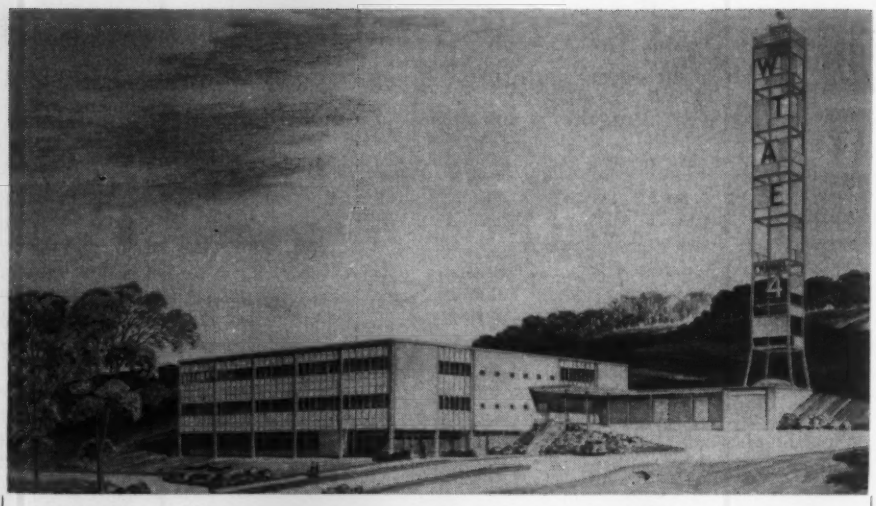
"Absolutely the most popular short subjects ever shown in my theatre!" • *"Only comedies in my experience that actually pulled people into the theatre regardless of the main feature!"* • *"In my theatre they were more popular than the color cartoons!"* *"The public has never stopped asking for them!"* • *"Always were just as popular with grownups as kids . . . maybe more so!"*

The Name of the Show is "CURTAIN TIME" • The Format: Entertaining live host and two comedies daily! The Time: 6 p.m. to 7 p.m. The first big show of the evening!

The Station: WXYZ-TV • CHANNEL 7 DETROIT

abc

Represented Nationally by Blair-TV



PITTSBURGH will have a third commercial v in about two months with completion of WTAE (TV) studios there. Located on the city's express parkway, the new facility runs to more than 55,000 sq. ft. The plant houses three studios, seven studio camera chains and accommodation for studio audiences. The outlay to date for studio, transmitter and equipment installation: approximately $3 million.

compared to others, it is considered essential by the Blair report authors because "at today's fine radio stations, production assumes the status of quality control of the product." It means a combination of professional skill and constant attention to detail. Good management also concerns itself with commercial content.

• Promotion-Exploitation—The principle of premium merchandising (devices to stimulate a try-it-for-the-first-time used by many advertisers of quality products) underlies "modern" radio's use of promotion and exploitation. But, as do other advertised products, the product (local programming) must have a lasting effect and satisfy the consumer so that she will repeat, that is tune in again. Discussed are major contests, on-the-air promotions, outside publicity and advertising.

Concludes the study: In nearly every major city there is at least one station operator who has mastered this "complex and exacting job" and in every instance "has acquired very large shares of the audience, in some instances as high as 40-50% of the total audience."

Maximum Power for KIVA (TV)

KIVA (TV) Yuma, Ariz., has received FCC permission to increase power to the maximum 316 kw, Harry C. Butcher, the station's president, has announced. In addition to an antenna extension (440 ft. to 527 ft.) and a 10-fold power increase, KIVA is spending $200,000 in rebuilding. KIVA's target date for the full power boost: Sept. 28.

WCLA on Air From Drive-In

WCLA Claxton, Ga., began operations July 20 from its studios built in a drive-in theatre on Highway 301 there. Broadcast operations may be seen by the public through large windows that face the highway. WCLA is owned by Howard Gilreath, owner of WGUS Augusta and manager of WVOP Vidalia, both Georgia. The new station, on 1470 kc with 1 kw, is managed by Lowell Register, formerly with WCQS Alma, Ga.

WABD (TV) Installs VTR Gear

WABD (TV) New York says it will soon have one of "the most complete television taping facilities of any independent station in the country" when it installs two Ampex videotape recording machines, purchased from Ampex at Redwood City, Calif. The station also noted it would rent the VTR machines—when not in use by station personnel—to "outside clients."

KMLA (FM) Surveys Listeners For Suggestions on Programming

As a result of a questionnaire survey to discover listeners' views on fm programming, KMLA (FM) Los Angeles is regrouping 25 hours to give listeners what they asked for—blocks of the same type of music scheduled at the same time of day each week. KMLA announced four or five times a day for a week an invitation for listeners to call or write for the questionnaire. About 1,500 responded.

Accounting for 77% of the votes for program preference were six classes of music: show tunes, standards and semiclassics, classical, mood or background, and variety programs of popular vocals and instrumentals. However, 8% said classical music would make them tune to another station; 12% said they'd be driven away by jazz; 16% by western or country music and ⅔ voted against rock and roll. More than half preferred a music format with five minutes of news on the hour to straight music without news. Nearly half liked selections identified by the announcer after three or four have been played.

More stereophonic music was requested, although KMLA and KCBH (FM) Los Angeles already join in broadcasting daily stereophonic programs at noon and in the evening, plus a three-hour stereo broadcast each Sunday afternoon. Other comments dealt with commercials, urging that they be "on a high plane," "friendly communications, not intrusions," "straightforward and informative." Age and sex questions showed 92% came from writers over 20 years of age, with 82% between 20 and 50. The station was surprised to find 77% of the replies were from males.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 110.*

W C A U - AM-FM-TV PHILADELPHIA, PA. • Sold to CBS by Bulletin Co. for $15.6 million plus $4.4 million for land and buildings. WCAU-TV is on ch. 10. WCAU is on 1210 kc with 50 kw. WCAU-FM is on 98.1 mc. with 10 kw (see page 88).

WWTV (TV) CADILLAC, MICH. • Sold to Fetzer Television Inc. (John E. Fetzer, president) for $1 million. WWTV is on ch. 13 and is affiliated with CBS and ABC (see page 88).

KSJB JAMESTOWN, N.D., KCJB MINOT, N.D. • Sold to James M. Pryor by North Dakota Broadcasting Co. (John W. Boler, president) for $276,000. KSJB is on 600 kc with 5 kw, directional antenna same pattern day and night. KCJB is on 910 kc with 1 kw, directional antenna night only.

KULA HONOLULU, T.H. • Sold to Jack Burnett by his former partners in station, Arthur B. Hogan, Richard C. Simonton and Albert Zugsmith for $200,000. KULA is on 690 kc with 10 kw and is affiliated with ABC.

KTIX SEATTLE, WASH. • Sold to Hugh Ben Larue, Paul F. Adler and Stanley Burns for $170,000 by Tele-Broadcasters of Washington Inc. KTIX is on 1590 kc with 5 kw, day. Comr. Robert Bartley dissented.

KCBC DES MOINES, IOWA • Sold to Fletcher-Mitchell Corp. by Majestic Broadcasting Co. for $112,000, plus $38,000 not to compete for five years. Fletcher-Mitchell owners are Jonathan M. Fletcher and James Mitchell, each 50%. Messrs. Fletcher and Mitchell also own 50% of KLIN Lincoln, Neb., and Mr. Mitchell owns 16⅔% of KPIG Cedar Rapids, Iowa. KCBC is on 1390 kc with 1 kw.

WORD SPARTANBURG, S.C. • Sold to WMRC Inc. by Irwin Kahn, B. F. Kurtz and H. Moody McElveen for $136,000. WMRC Inc. owns WFBC-AM-FM-TV Greenville, S.C., and stockholders have interests in WWNC Asheville, N.C., WIS-AM-TV Columbia, S.C., and WIST Charlotte, N.C. WORD is on 910 kc with 1 kw and is NBC affiliate.

KRON is TV in SF

San Franciscans are sold on KRON-TV

AVAILABLE
Minutes or
Full Sponsorship
"DIAL 999"
7:30-8 PM Tuesdays

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

LAKE COEUR d'ALENE—A 10-ton truck and 15 tons of equipment took to the water when the Crown station (KGW-TV Portland, KING-TV Seattle and KREM-TV Spokane, all Washington) covered the Diamond Cup hydroplane race on Lake Coeur d'Alene, Idaho. Reason: The stations found that the site for their mobile unit was a half mile from the nearest road and only accessible by water.

Crown personnel loaded the $100,000 of equipment onto a raft and then spent 30 minutes of anguish watching it being towed by a tug to the site of the remote commentary. It took 35 staffers three days to set up equipment that included six tv cameras (with 16 lenses), 1½ miles of cable, three remote units and a 60-ft. tower.

The 5½-hour coverage of the hydroplane race was originated by KGW-TV, then relayed to KING-TV and KREM-TV. It took less than two hours to dismantle the equipment.

DATELINES

Newsworthy News Coverage by Radio and Tv

MOSCOW—A live commentary of the U. of Washington Huskies boat race against Russian crews here was aired by KOMO Seattle. As with its Henley Regatta coverage [DATELINES, July 14], staffers Keith Jackson and Howard Ramaley represented the station. The broadcast was relayed from Moscow to London then, via RCA overseas shortwave, to New York and by landlines to KOMO. Mr. Ramaley spent 45 minutes in a Moscow jail after being found taking pictures near his hotel. The broadcast ended happily as the Huskies beat the competing Russian crews.

LEBANON—On-the-spot accounts of U. S. troops landing in Lebanon were telephoned to WVLK Lexington, Ky., by its correspondent, Claude Sullivan, while he was leading a WVLK summer tour of Kentuckians through Europe and the Middle East. Mr. Sullivan arrived in Lebanon "one jump ahead" of the troops. Three other stations carried his WVLK reports.

Another station covering the Middle East crisis is KTTV (TV) Los Angeles. Cameraman Alfred (Red) Humphreys is in Lebanon filming daily news events and interviews with Southern Californian troops serving there. His newsfilm is shown at 6:45 p.m. and 10 p.m. daily.

WERE-AM-FM Cleveland dropped its complete commercial schedules to report proceedings of the UN debates. It relayed the debates, brought in by direct line from New York, to other stations in a four-state area and to 15 college outlets.

Networks also were on top of the fast-breaking news from Lebanon. ABC claims a three-hour beat by Yale Newman, London bureau, with the announcement of the West's agreement in principle to a summit conference to discuss the Middle East. CBS Radio stated that it had put on 17½ hours of UN coverage. NBC toted up its coverage and found 1,135 minutes of time devoted to the Middle East situation in the July 15 week. NBC flew commentator Chet Huntley to Beirut on July 23 for an *Outlook* report on the American GI in Lebanon, which will be shown 6:30-7:30 p.m. Aug. 3.

DENVER—A 25-hour news scoop is reported by KOA-TV Denver in obtaining newsfilm of the Martin Co.'s "Titan" intercontinental ballistic missile. News Director John Henry, cameraman Jack Kamper and newsman Chuck Henning shot their film from a hill three miles from Titan's site. Pictures of the ICBM were not carried in the local press until two days after being shown over KOA-TV, the station said.

KDAY Disc-Plays Pay Under Testing Service

Phonograph record producers are being offered a chance to gauge the hit possibilities of new recordings by giving them a week's test on KDAY Santa Monica, Calif. Plan calls for the disc to be tested to receive eight plays a day for seven days, the reaction to be checked by KDAY's "Voice Your Choice" phone calls from listeners, who report the names of favorite tunes to KDAY at the rate of some 20,000 a week. Cost of the service is $225 for the week.

"We limit this record testing service to one week for any one record," Irving C. Phillips, general manager of KDAY, said last week. "If we play the disc after that it's because the listeners want it and for that reason only."

The record-testing plan, now in its fifth week, was conceived, Mr. Phillips explained, because the number of records pouring into the station each week is so great that 90% of them never get on the air. "The music business is the only business dealing with the public that has succeeded without being scientific at all," he declared.

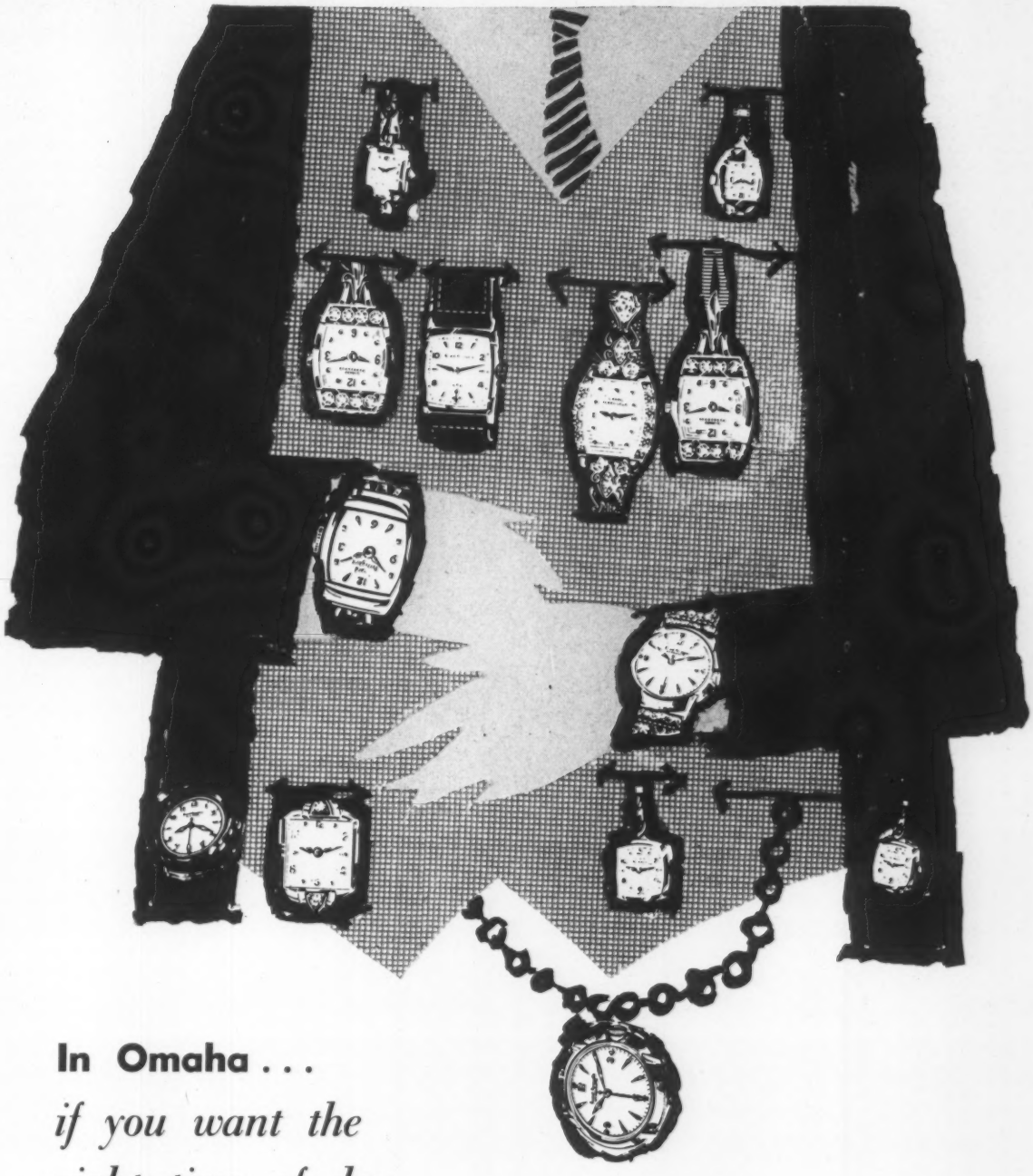
"If Procter & Gamble or General Foods is putting a new product on the market, they try it out in a test city first. They test different advertising approaches; they see how the package looks on the store shelf, how it compares with the packages around it; they check on first sales and repeat sales and consumer reaction. This may go on for weeks. Only when they are thoroughly satisfied do they put the new product into general distribution.

"Our idea is to provide a similar service for record companies. With songs coming from motion pictures or Broadway shows or being based on topical events, the record companies can't wait weeks to find out whether any new disc is worth giving heavy promotion to. They've got to know as soon as possible and we, through 'Voice Your Choice,' can tell them within a week."

Although only a month old, the KDAY record-testing plan is working so well that arrangements are being made with stations in Seattle, San Francisco and San Diego to provide a four-city simultaneous service to recording firms, Mr. Phillips said.

Asked if this plan would not give an

THIS IS THE JINGLE MILL RECORD
IN ONLY 18 MONTHS
OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
$38 PER JINGLE ON CONTRACT
OVER 7,000 JINGLES ORDERED AND WRITTEN
Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.
PUT THIS RECORD TO WORK FOR YOU
BIG SOUND
JINGLE MILL
201 West 49th St., New York City



In Omaha . . .

if you want the right time of day . . .

get it from the station with the most quarter-hour firsts*

That would be radio station KOWH, now completing 8 years of dominance.

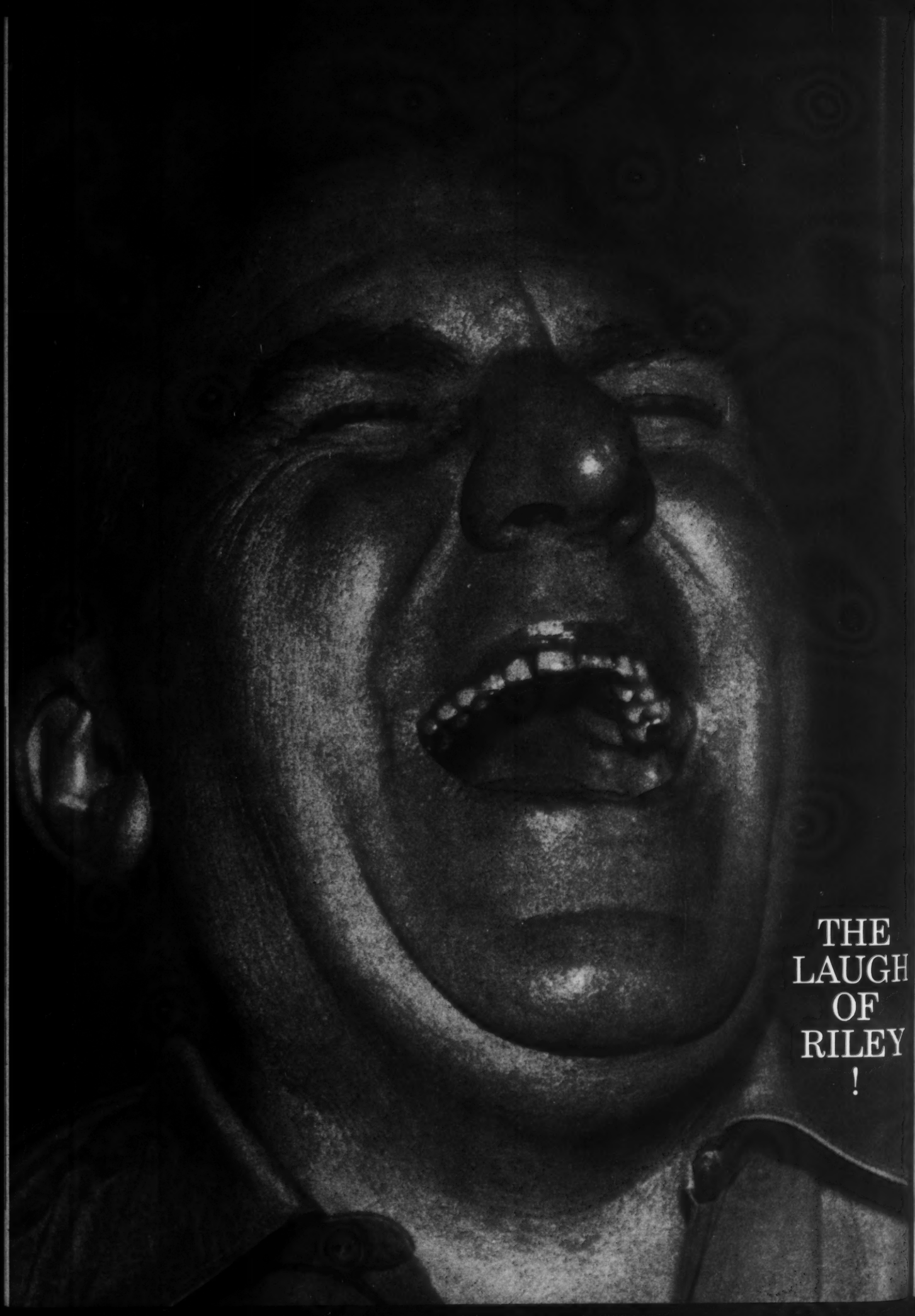
1. KOWH is first in 32 quarter-hours (including 7 first-place ties)
2. There are only 8 quarter hours in which KOWH is not first.
3. Currently KOWH is first in the morning, afternoon and all-day with a 7.9 average Pulse.
4. Good coverage on 660 kc.

Advertisers and listeners have shared the discovery that any time's a good time on KOWH.

Get Adam Young to give you the right time of day . . . or talk to KOWH General Manager Virgil Sharpe.

* *Pulse*

KOWH **Omaha** *Represented by Adam Young Inc.*


THE
LAUGH
OF
RILEY
!

Ever ready to lead the way, CNP now brings you the LIFE OF RILEY– *the only off-network program in all television history to carry with it a twin record of network triumph and syndicated success!* As a network attraction of five years standing, RILEY averaged a Nielsen AA rating of 27.8. During that same period, unlike others who've flashed on the networks and flopped in syndication, RILEY ranked as Number One syndicated show on the air!

Bill Bendix, starring as Riley, is beloved by audiences from poll to poll. In the Home Testing Institute's nationwide popularity audit for 1958, Bill rated ahead of such well-known TV personalities as *Burns & Allen, Jackie Cooper, Jackie Gleason* and *Robert Young.*

To get the best laughs on your station (and the last laugh on your competition) the LIFE OF RILEY is the life for you!

NBC TELEVISION FILMS–A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

unfair advantage to the company that pays to have its record plugged on the air, Mr. Phillips replied that it would not beyond the benefit any advertiser has over the competitors who do not advertise.

KTLA (TV) 'Up in Air' With Telecopter Unit

The world's first Telecopter, a helicopter carrying aloft a miniature tv station, made its debut Thursday (July 24) as a news arm of KTLA (TV) Los Angeles.

Thought of for several years as a mobile unit that could reach the scene of a news event without fighting traffic or worrying about roads, the project was put into the works six months ago, with John Silva, KTLA chief engineer, in charge.

First estimate that the necessary broadcasting equipment would weigh 2,000 pounds was hastily scrapped when it was learned that the Bell D-2 helicopter, picked as the ideal craft for the job, could carry only 400 pounds of equipment. After months of work, Mr. Silva and his crew succeeded in condensing the apparatus to an overall weight of 368 pounds. This includes audio and video transmitters, monitor, communications system, power supply and a General Electric Vidicon camera equipped with zoomar lens. Camera, monitor and audio-video controls are placed in the "bubble," where the pilots does double duty as observer.

A second major problem was equiping the 'copter with an antenna to transmit the signal to Mount Wilson, where the KTLA transmitter is located. Mr. Silva, with the help of GE, was able to modify the helical antenna which GE makes for uhf stations. Total cost of equiping and developing the Telecopter was estimated at $40,000, plus $42,000 for the Bell aircraft.

Pilot of the KTLA helicopter is Bob Gilbreath, operations vice president of National Helicopter Service & Engineering Co., which worked with KTLA in developing the craft. He also is pilot and technical advisor of the *Whirlybird* tv film series.

Thursday's demonstration of the KTLA helicopter was a closed-circuit performance for invited newsmen. The machine's first public on-the-air showing will come tomorrow (July 29) at 6:30 to 7 p.m. when KTLA will broadcast a special *Telecopter Preview*. In this program, viewers will watch the receipt of a mock news report at KTLA's news room and follow it as Gil Martyn, director of news and special events, dispatches the helicopter to cover the story. KTLA expects to use its Telecopter in a regular daily program as well as for special events reporting.

STATION SHORTS

WCKY Cincinnati, Ohio, moved its N. Y. sales office to new quarters at 42 E. 52nd St., N. Y. 22. Telephone: Eldorado 5-1127.

KLOR-TV Provo, Utah, and KTTV (TV) Los Angeles have received videotape recorders from Ampex Corp. Designated VR-1000, black and white system is easily convertible to color.

GOVERNMENT

CELLER HITS SPORTS BILL LOBBY

- **Goes over to Senate to oppose blanket antitrust exemption**
- **Favors own bill for 'reasonably necessary' protection**

A powerful lobby operated by organized sports promoters is trying to force through Congress an antitrust bill that would permit uncontrolled broadcast blackouts, according to Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee.

Rep. Celler's charges featured a week of hearings before the Senate Judiciary Subcommittee in which two other Congressmen advocated a law exempting commercial sports promoters from antitrust restrictions.

Following his appearance on the stand, Rep. Celler told newsmen, "This lobbying entourage has invested every nook and cranny of Congress and Paul Porter has been the generalissimo." Mr. Porter, member of the Washington law firm of Arnold, Fortas & Porter, has represented major leagues in the legislative hearings. He has also represented International Telemeter Corp.'s interests in the field of wired tv.

The broadcasting industry's side of the story will be given tomorrow (July 29) by NAB President Harold E. Fellows and Vincent T. Wasilewski, government relations manager. The fourth and final week of hearings will include witnesses for professional basketball, hockey and harness racing. Leo DeOrsey, who recently resigned as a director of the Washington baseball club, also will testify July 29.

CONGRESSMAN CELLER

The bill replaced the original Celler bill, which the House Judiciary Committee had approved after extensive hearings. The original bill provided antitrust exemption for sports if "reasonably necessary."

"I have never known a greater lobby than organized sports staged when the House bill was passed," Rep. Celler said, charging that members of the House were "waylaid" by sports lobbyists the day before the House acted. "They came on Washington like locust," he said. "Some day Congress may probe this huge lobby—and I've seen many lobbies. I say this with a considerable degree of heat."

Rep. Celler said that contradictory Supreme Court decisions raised the need for legislation. The House-passed bill, however, "repudiates the antitrust policies that have been the cornerstone of our federal interstate commerce legislation," he claimed, calling it "a novel approach to the discharge of Congress' responsibility."

He added, "These bills, in complete disregard of our custom and experience, would vest unfettered control over the interstate business of professional team sports exhibitions in the hands of a small number of private club owners. Unlike any other business in the United States, the club owners would not be responsible to any kind of governmental authority for the essential parts of their business operations."

"A lot of hogwash," Rep. Celler said in commenting on claims that the original House bill, with its "reasonably necessary" clause, would bring a flood of antitrust suits. He said this is the usual spectre raised by businessmen when antitrust amendments are considered.

"The real reason behind the House-passed bill," he said, "is that they [club owners] want to be free to continue to be unreasonable in the way they manage baseball's business," he said, adding, "Make no mistake—baseball is big business."

Censorship and blacklisting tactics would be open to sports promoters under the bill, Rep. Celler said. "Sports commissioners could blacklist, boycott and censor sports announcers and commentators on tv and radio broadcasts and newscasts," Rep. Celler charged. He cited language in the National Football League constitution and bylaws giving the league commissioner veto power over all contracts affecting game broadcasts as well as persons who do any show inside the park. The language also specifies, "Any broadcaster may be removed by the commissioner for conduct considered by the commissioner as detrimental to the National Football League or professional football."

Rep. Celler continued, "Almost the entire United States could be blacked out from telecasts of major league baseball games, whether or not the blackout is needed to protect minor league territories. In addition, the major leagues could black out United States free television in order that they could charge for games on pay-tv.

"Under the 75-mile rule sought by organized baseball, approximately two-thirds of the United States and almost 90% of the U. S. population could be blacked out from tv broadcasts of major league games."

He warned that "money-hungry" baseball proposes to black out major league games even if the affected minor league is not actually playing a game. He explained it this way: "Under the 'day and date' rule, major league games would be blacked out in the afternoon even though the minor league team was not going to play until night. Clearly it is unreasonable to deprive the public of the right to see a broadcast of major league games to this extent."

Rep. Celler quoted a statement by Ford Frick, baseball commissioner, that the majors need broadcast revenues to stay in business. "That let the cat out of the bag," he said, urging amendment of the bill to eliminate the right to control broadcasting.

Bert Bell, National Football League commissioner, advocated passage of the blanket

They're All Listening to **AP** *News*

SPORTS 'BLANK-CHECK' PROTESTED

A "blank-check law" freeing organized baseball from antitrust controls would further restrict broadcasting of major league games, judging by station comments filed with the Senate antitrust subcommittee. Hearings on legislation (HR 10378 and S 4070) will be resumed July 29.

While the broadcasting industry has shown little interest in a bill that would give promoters of four commercial sports absolute powers over broadcast service, the trickle of station letters and telegrams indicates industry opposition to the proposal.

In a letter to subcommittee members, Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va., described the bill as "discriminatory legislation in favor of athletic team owners" and "clearly contrary to the interest of the vast majority of the public whom we, as broadcasters, are licensed to serve."

Mr. Rogers said it is "inconceivable to me that the public interest can be served by blanket authorization of restrictive agreements limiting radio and television broadcasting of sporting events."

Broadcaster cooperation with minor league teams was typified by Mr. Rogers. He wrote Sen. Langer, "Our company works in the most harmonious and cordial relationship with the Charleston American Assn. baseball club in our presentation of major league telecasts.

"Indeed we have gone so far, at tremendous expense, to televise five Charleston Senators' games this year, interspersed with our major league schedule, in order to be certain that the latter would not damage Charleston Senators' attendance. It is a matter of record that we have avoided wherever possible conflicts between nationally broadcast and televised events and the local minor league team."

James A. Noe, head of the Noe station group (KNOE-AM-TV Monroe, La., WNOE New Orleans), wrote Sen. Langer he felt the proposed law "would be to the detriment of the majority and the masses of the American people in that it would give professional sports the legal right to restrict the televising and radio broadcasting of major sports . . . that the vast majority of the American people could not possibly enjoy any other way than through television and radio." He urged deletion of the broadcast section of the bill "in order to make sure that the masses of people in the United States of America will not be denied their rights to see and hear major league sports on television and radio."

Frank H. Corbett, of WGAP Maryville, Tenn., wrote the subcommittee that radio and tv broadcasts of major league games are blacked out in Eastern Tennessee and adjoining areas when the Knoxville Smokies play at home. He said vast audiences over a wide area are deprived of major league baseball on weekends whereas only small crowds attend the Smokies games despite the blacking out of major league games.

John P. Hart, WBIR-AM-TV Knoxville, Tenn., protested the broadcast provision of the bill on behalf of Tennessee Assn. of Broadcasters. The Knoxville stations were victims of broadcast blackouts June 8 and 22, July 6 and 13, with a third July blackout scheduled July 27.

exemption but on subcommittee questioning agreed to accept the Celler bill although in his opinion it posed a problem of litigation. The league enjoys federal court sanction in imposing a 75-mile tv blackout around games while the home team is playing.

Mr. Bell said the league, "to assure maintenance of high ethical standards," requires the commissioner "to pass upon those who sponsor the broadcasts and telecasts of our games and to select, from among a panel of names submitted to him, the persons who broadcast the games." He said he would "be glad to have the federal court decision" governing football broadcasts written into the legislation.

Sen. William Langer (R-N. D.) announced he will offer an anti-pay tv amendment to the legislation.

Rep. John W. Byrnes (R-Wis.), made a plea for quick passage of the legislation, explaining it was needed to preserve football in Green Bay, Wis., where the Packers team is owned by a nonprofit corporation. He explained the draft and reserve clause must be freed of antitrust restraints if this city of 60,000 is to compete on an equal basis with large metropolitan areas.

Questioned by Chairman Kefauver, Rep. Byrnes said he would "rather have the Celler bill" than no legislation. However, he preferred the House-passed bill to the "reasonably necessary" provision of the Celler bill.

Rep. William E. Miller (R-N. Y.), a sponsor of the House bill and member of the House Judiciary subcommittee that held hearings on the legislation, contended the House subcommittee had not thoroughly considered the radio and tv clause.

"I'm not wedded to that [broadcast] section," he said, explaining the House group felt baseball was at a disadvantage because football had the protection of the federal court decision. He favored the old "ID" baseball broadcast rule which the Dept. of Justice forced the majors to abandon, doubting if antitrust freedom for baseball would bring severe broadcast blackouts and agreeing that people in hospitals and elderly people should have the chance to see baseball on tv.

Rep. Miller described the Celler bill as "an invitation to law suits" and feared teams would have to defend their rights "in 87 federal courts."

Paul Rand Dixon, subcommittee counsel and staff director, explained the Celler bill would reduce antitrust incidents from a *per se* basis to the rule of reason.

Representatives of professional football players conceded the club owners need some antitrust relief in their business operations but opposed the blanket exemption as provided by the House. Creighton Miller, attorney for the National Football League Players Assn., favored the original Celler bill, with its "reasonably necessary" exemption, leaving players recourse to the courts. He explained the House-passed bill "in effect repudiates the antitrust laws."

Mr. Miller suggested it would not be in the public interest "to permit the owners to black out the entire nation from telecasts or to prevent new franchises in cities that want to become a part of professional football." He recalled the difficulty players experienced in getting league recognition of their organization. Bill H. Howton, Green Bay Packers, president of the players' group, opposed a blanket antitrust exemption for the clubs, asking protection from blacklisting and other management techniques.

Sen. Joseph C. O'Mahoney (D-Wyo.), again called on baseball and football clubs to write out specific antitrust exemptions they desire. These, he said, could be incorporated in a federal charter for professional sports.

The Senate subcommittee indicated at the weekend it hoped to wind up testimony this week. C. S. Campbell, president of the National Hockey League, is slated to testify July 30 along with Joseph A. Neville, general counsel, U. S. Trotting Assn. Maurice Podeloff, president of National Basketball Assn., is scheduled July 31.

THE RADIO-TV GATE

Why all the Capitol Hill fuss about broadcast rights?

Major league baseball teams took in $7.3 million in 1956, latest year for which figures are available, from the sale of radio and television broadcast rights. This is one-sixth of the total major league income.

In 1956 the American League had total income of $22.1 million of which $3.8 million came from broadcast rights. The National League had a total income of $20.7 million, of which $3 million came from broadcast rights. Radio-tv income for the leagues was divulged for the first time at the prodding of the House Antitrust Subcommittee [PROGRAM SERVICES, June 24, 1957].

The National Football League took in $12.4 million in 1956, of which $1.7 came from sale of broadcast rights, the subcommittee revealed [PROGRAM SERVICES, July 29, 1957].

GREATEST COMPUTING MACHINE EVER INVENTED FOR MEASURING A TELEVISION AUDIENCE

KFMB-TV SENDS MORE PEOPLE IN SAN DIEGO AWAY FROM HOME THAN ANYTHING! (TO BUY)

KFMB 8 TV
REPRESENTED BY Edward Petry & Co., Inc.
SAN DIEGO

PULSE-NIELSEN*

PROVE K-NUZ has the Largest ADULT AUDIENCE!

"S.I."

* PULSE (APRIL-MAY, 1958)
NIELSEN (JAN.-FEB., 1958)
prove that K-NUZ delivers the largest ADULT AUDIENCE plus the largest audience with

SPENDABLE INCOME!

write for a copy of our Research Book

TO REACH THE PEOPLE WHO BUY . . .

IN HOUSTON—

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS AIMS

IT'S K-NUZ—
STILL THE LOWEST COST PER THOUSAND BUY!

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle
Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

Rosenman Appearance Winds Up BMI Inquiry

Charges that the broadcasting industry has conspired with BMI to discriminate against ASCAP music are both "preposterous and wholly unproved," BMI counsel Samuel I. Rosenman told the Senate Commerce Committee's Communications Subcommittee last week.

Mr. Rosenman was the final witness in lengthy hearings on a bill (S 2834) introduced by Sen. George Smathers (D-Fla.) designed to force broadcasters to relinquish their ownership in BMI. Pointing out that he was supposed to speak in surrebuttal of rebuttal testimony of John Schulman [GOVERNMENT, July 21], Judge Rosenman said it was impossible to do so because proponents of the measure did not attempt to refute prior testimony.

He said there had been no rebuttal submitted to the statements of broadcasters, performing artists, disc jockeys, record companies, publishers, composers and others that no discrimination existed. "The so-called rebuttal of the proponents consisted of nothing more than a repetition of charges that had already been made and affirmatively disproved," Judge Rosenman maintained.

As an example of one of the few pieces of new material, he cited the introduction into the record by Mr. Schulman of trade paper articles showing that NBC and CBS are attacking "Top 40" programming of independents [LEAD STORY, July 7], the greatest users of BMI music. "It's an odd proof of conspiracy," Judge Rosenman said, "to demonstrate that two of the principal alleged conspirators were trying to deter the use of the music they were charged with favoring."

He linked proponents of the anti-BMI measure with plaintiffs in a private $150 million suit against BMI and broadcasters. Backers of the Smathers bill are engaged in a "persecution of BMI" to aid the law suit, he said, and have abused the time of the Senate.

Judge Rosenman reviewed pages of statistics already a part of the record which he said "demonstrated that ASCAP music receives the overwhelming proportion of broadcasting performances and that stations owning stock in BMI play a lower percentage of music licensed by BMI than independent stations. . . ." The same is true of recording companies, he said.

He asked how and when the 3,000 stations licensed since BMI was formed had joined the alleged conspiracy. He noted that "tens of thousands of persons are engaged in selecting music for broadcast programs . . ." and that proponents of the bill had not produced a single, specific instance of discrimination, "dramatic proof of the absence of [a] conspiracy."

The Schulman testimony "seems to be a complete ignoring" of the facts offered by opponents of the legislation, Judge Rosenman stated. To charges that BMI's system of payment is designed to get stations to play more BMI songs, he said Mr. Schulman's testimony contained 13 pages

TO WIN THE BIG N.E. PENNSYLVANIA MARKET

HAZLETON

1 1st in Average Share of Audience — All Day*

2 1st in Average Quarter-Hour Rating — All Day*

PLUS

- Highest power, greatest penetration.
- Lowest cost per thousand of any station in market.
- Most extensive merchandising support.
- Best record of growth in area—Both ratings and circulation.

WILK

*Pulse Wilkes-Barre – Hazleton Metropolitan Area – November 1957.

Wilkes-Barre, Pennsylvania. Call Avery-Knodel for details

The only A.B.N. Affiliate in Northeastern Pennsylvania.

Who, what and how are very important

Many constructive observations on the broadcasting business have come out of state association meetings across the country.

They reflect the deep sense of responsibility which station owners attach to their jobs. No private enterprise has a greater opportunity for public service, or faces more perplexing problems.

Knowing what to do, who will do it, and how it will be done is a course that every management must chart.

As we maintain contacts with the industry, we also, plan our contribution. Creating the best possible ownership arrangement when a property comes on the market is an assignment to be handled with every consideration for the interests of seller, buyer, employes and the community.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

dealing with rebates but not a word of rebuttal of opponents' testimony.

The whole idea of a conspiracy is "preposterous by its very nature" and is based on "old, medieval" resolutions of the NAB and on statements made 15-18 years ago when BMI was struggling for existence, the BMI spokesman said. "Never in my experience have I seen such sweeping charges made against so many people with such flimsy evidence," the judge emphasized. The "whole list of trivial evidence proves nothing" and has failed to show a natural incentive for broadcasters to favor BMI, he said.

"They [proponents] have made the most slanderous kind of charges against a whole industry . . . and they have failed to substantiate these charges with the slightest shred of evidence," Judge Rosenman told the only senator present, Sen. John Pastore (D-R. I.).

In direct contrast to Mr. Schulman's testimony two weeks ago, Sen. Pastore rarely interrupted Judge Rosenman. The senator said the record would be sent to the FCC and Justice Dept. for comments before the bill is taken up by the full Commerce Committee. This, alone, would kill any chance for its consideration during the current session, he said.

Stock Sales, Purchases Reported For Radio-Tv Firms' Principals

Stock transactions by officers and directors of companies in the radio-tv and allied fields, as reported last week by the Securities & Exchange Commission, were as follows (common stock unless indicated otherwise):

C & C Tv Corp.—William Zeckendorf (in May) sold 43,100 shares, still retains 19,100.

CBS Inc.—Goddard Lieberson (in July 1957) purchased 200 shares, holds total of 200.

Allen B. DuMont Labs Inc.—George G. McConeghy (in April) sold the 200 shares he owned.

Loew's Inc.—Stryker & Brown purchased 200 shares, giving it 144,235 total; Francis W. Hatch purchased 200 shares, raising total owned to 300; Joseph Tomlinson sold 26,900 shares, leaving him with 133,100.

National Telefilm Assoc.—Peter Colefax (in May) bought 400 shares, raising the total he owns to 7,000.

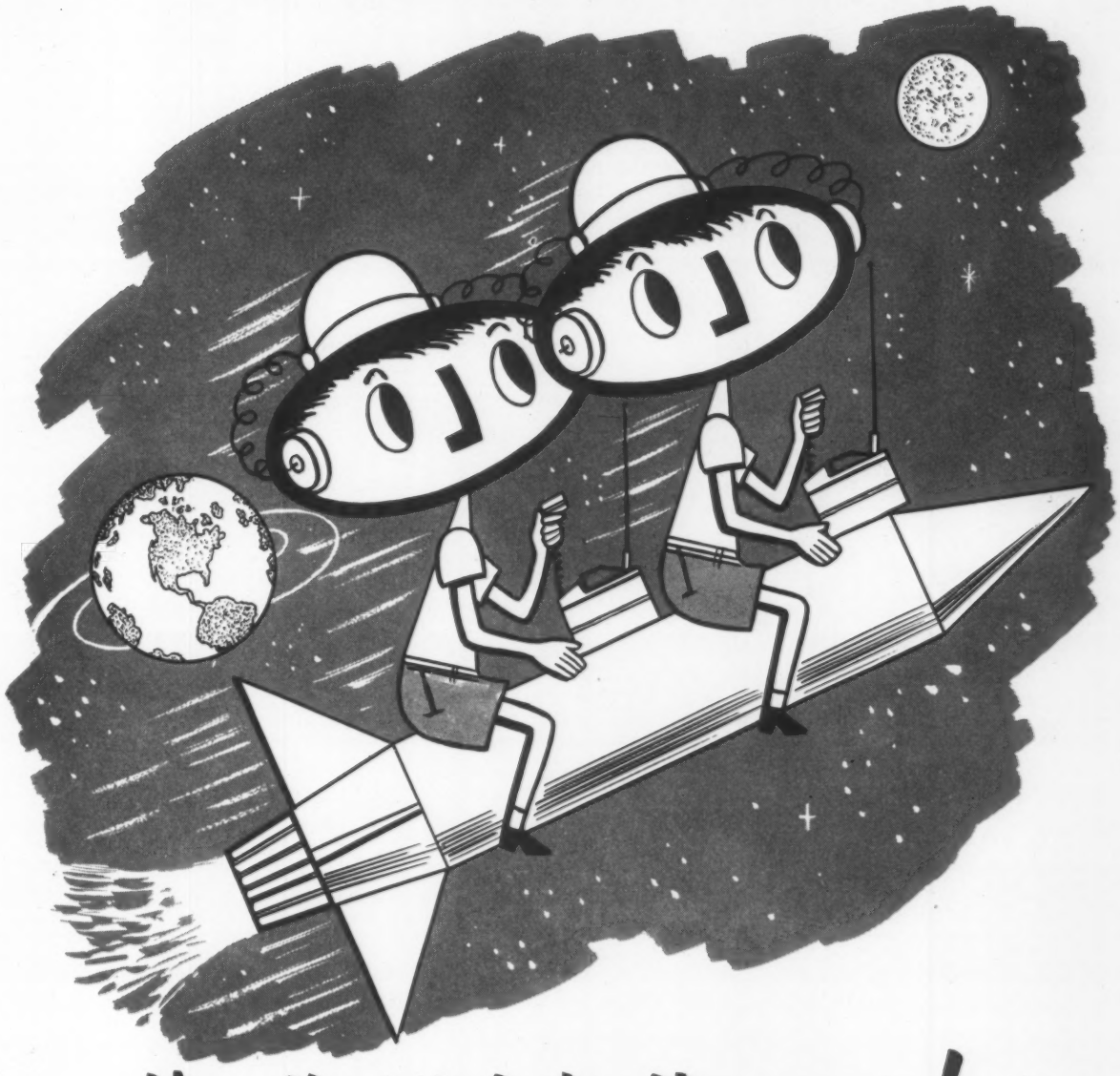
RCA—Frank Folsom (in May) sold the $70,000 he held in RCA 3½% convertible debentures.

Trav-ler Radio Corp.—D. F. J. Shea (in May) purchased 300 shares, giving him 300 total.

FTC Cracks Down on Slimming Ads

Drug Research Corp., New York, and its agency, Kastor, Farrell, Chesley & Clifford Inc., have been charged by the Federal Trade Commission with misrepresenting Regimen tablets over radio-tv. The advertising, the complaints allege, creates the false impression that the product's users will lose a certain number of pounds in a given period and are safe to use.

Of course, we'll cover



the first trip to the moon!

Representatives: WTRY
John Blair & Co.

WAVZ
National: Hollingbery Co.
New England: Kettell-Carter

24 HOURS A DAY
WTRY WAVZ

ALBANY, SCHENECTADY, TROY, NEW YORK
NEW HAVEN, CONN.

Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager

It's this easy

to get programs and sponsors together, anytime

When television programs and commercials are recorded on Videotape*, they can be scheduled to run in almost any combination and at any time. Stations can dovetail schedules for local, network and special events quickly and easily. "Live" spots can be run at any availability. And both can be timed to reach pre-selected audiences.

And with Videotape, stations can plan more "local live" programs . . . increase the number of "local live" commercials . . . build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

SENATE ORDERS SPECTRUM STUDY

The Senate last Monday (July 21) passed unanimously and without debate, a resolution setting up a special five-man commission to investigate the government's use of its assigned radio spectrum space.

On the other side of the Capitol, efforts on behalf of a similar measure in the House were intensified, with action expected before Congress adjourns.

Sen. Charles E. Potter's (R-Mich.) resolution (SJ Res 106) was approved just one working day after it was reported to the Senate floor, the minimum required by law. Principal provisions of the measure:

- Establishment of a five-man commission with two members to be appointed by the President, one each by the vice president (as president of the Senate), speaker of the House and chairman of the FCC.
- Members may not be employes of the federal government and must be, "by reason of training or experience," experts in the field of communications.
- "It shall be the duty of the commission to conduct a thorough and comprehensive study of the radio and television frequencies allocated to the various agencies and instrumentalities of the federal government with a view to determining (1) whether such frequencies are being efficiently utilized to the maximum degree possible, (2) whether any (and if so, how much) of such frequencies may, without jeopardizing the public interest, be relinquished to the Federal Communications Commission for allocation to nongovernmental purposes and (3) what are the likely future requirements of the various agencies and instrumentalities of the federal government for radio and television frequencies."
- The commission will report back to the President and Congress within six months. (Although the Senate recognized more time might be needed to complete the report, it stated: "The urgency and compelling nature of the spectrum problems requires the tight schedule now provided for the filing of this report").
- Appropriation of such sums as may be necessary to carry out the provisions of this joint resolution."

Sen. Potter said Thursday, "If the companion resolution wins House passage, and I am confident that it will, we can look forward to pulling the whole story out from under its present wraps. It's entirely possible that we may find some of these government frequencies could be relinquished to the FCC for non-governmental use without jeopardizing the public interest."

At the time he introduced his resolution, Sen. Potter said that he had been "frustrated" for over a year in trying to find out how the government uses its assigned frequency space [GOVERNMENT, June 24].

The FCC has no voice in what frequency space is assigned to the military or how it is to be used. The President, upon recommendations made by the Office of Civil & Defense Mobilization, assigns government space, which always has been classified.

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, told the Senate last Monday that approximately one-third of the vhf space is assigned to the military. "The committee has been unable to find out exactly what that one-third is being used for," he said. "We would like to know whether these frequencies are actually being used by the military. If not, they should be released for commercial use, for the benefit of users of television in various parts of the country, many of whom do not now have adequate television programming . . . " because of the shortage of vhf space. Sen. Magnuson earlier had served notice on the military to consider the possibility of giving up vhf channels for public use [GOVERNMENT, July 7].

OCDM and Defense have opposed the proposed study on the grounds it is not needed and would duplicate a 1956 study (conducted principally by the military and never made public). Also, they said, if such a study is undertaken, it should be expanded to include the entire spectrum, non-military users as well as military.

Sen. Potter said that "a number of discussions" on the possibility of expanding the study have been held, but that he has not yet decided whether this would be feasible. Rep. William Bray (R-Ind.), author of the House resolution (HJ Res 381) indicated that he would be opposed to such a move.

Individual members of the FCC have indicated that they favor the proposed military study. In fact, the resolution was amended to specify five instead of three special commission members at the suggestion of Comr. Robert T. Bartley.

In reporting the Potter resolution to the full Senate July 18, the Commerce Committee noted that FCC and OCDM have recently instituted a joint long-range study designed to secure a more effective and efficient use of spectrum space. "While we are hopeful that this joint agency study will prove fruitful and achieve tangible results, it appears . . . that there are areas in which congressional action may be helpful," the committee stated. "In any event, such joint agency study should not be deterred by this legislation.

The committee also quoted from a report, not yet made public, prepared by its special *ad hoc* committee headed by Edward L. Bowles of Massachusetts Institute of Technology. With respect to allocations, the Bowles report stated:

"There is no high-level agency within the government to resolve conflicts arising among governmental interests, much less those arising between governmental and non-governmental interests. Government policy and administrative development have not kept pace with technical and industrial development in communications. . . . There is thus an imperative need for a critical study of the radio spectrum in terms of governmental and nongovernmental needs."

The Potter resolution now has been referred to the House Commerce Committee, which also has pending the Bray resolution. Since the Senate action, Rep. Bray has greatly intensified efforts to get an airing

Videotaped*
Vehicles
Doug Elleson, Program Manager
KRON-TV, San Francisco
"We taped a whole series of Rambler spots at one time for local Nash dealers. Accurately timed, error-free, easily scheduled commercials, with a 'live' look at less than live cost, impressed both client and agency."
AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division
*TM Ampex Corporation

of the two measures. Several members of the House committee have written Rep. Bray that they are favorable to his legislation and have brought the matter up with committee Chairman Oren Harris (D-Ark.)

Rep. Bray said Rep. Harris has indicated the proposals will be considered at the earliest possible date. Principal drawback has been the tremendous backlog of legislation facing the committee because of the time-consuming investigations of its Legislative Oversight Subcommittee, also headed by Rep. Harris.

AMST Assails ABC Plan To Drop in More Vhfs

The Assn. of Maximum Service Telecasters last week lashed out at the ABC allocation plan—and urged the FCC to turn down the network petition.

The AMST comment was one of only seven filed on the the ABC plan. Four educational organizations also opposed the ABC proposals, while two radio stations filed in favor of segments of the network recommendation.

Gist of the AMST opposition was that the ABC plan envisaged vhf drop-ins at less than existing minimum mileage separations. This, AMST said, "gravely threatens the American public's existing high quality technical service. Minimum mileage separations are the foundation of the existing allocations structure and afford the only safeguard for present high quality technical service."

The ABC plan also proposed the use of directional antennas and precision offset to shoehorn extra vhf channels into 14 existing two-vhf cities [GOVERNMENT, June 9]. Such a move, ABC said, would give it parity with CBS and NBC in the top markets.

This, AMST charged, is "tinkering on a massive scale." The tv group, representing 120 top outlets, said that the ABC proposal for "jammed-in, directionalized vhf stations" would hinder rather than help in the establishment of an efficient nationwide tv service. Rural areas and sparsely settled regions would be most severely affected, AMST said.

And, AMST added, the ABC plan would just "proliferate" further requests for substandard separations, resulting in still further proposals for "degraded" tv service.

Mileage separations would be reduced in some cases, AMST said, to as little as 130 miles for co-channel stations. Most of the shortages, AMST reckoned, ran between 25 and 40 miles. Current rules require co-channel separations of 170 miles in Zone 1, 190 miles in Zone II and 220 miles in Zone III.

Even the effectiveness of directional antennas is still doubtful, AMST said.

Therefore, no change should be made in the present allocations standards, AMST said—certainly not before the report of the Television Allocations Study Organization. TASO report is due by the end of this year.

Also opposing segments of the ABC proposal were U. of Tennessee, Chicago Educational Tv Assn., Joint Council on Educational Tv and Knoxville City Schools. These related to ABC's suggestion that ch. 2 at Sneedville, Tenn., be deleted and ch. 11 be dropped into the Grand Rapids-Kalamazoo, Mich., area.

Supporting particular assignments proposed by ABC were WTVK Knoxville Tenn., and WSAY Rochester, N. Y. ABC recommended allocating ch. 8 to Knoxville and ch. 13 to Rochester.

COMING SOON
FROM
MELODY LAND..

SESAC TRANSCRIBED LIBRARY

Community, Midwestern Granted Cheboygan, Toledo V Permits

The FCC granted tv construction permits last week to the Community Broadcasting Co. (ch. 11, Toledo, Ohio) and Midwestern Broadcasting Co. (ch. 4, Cheboygan, Mich.).

The ch. 11 grant to Community Broadcasting was accompanied by the denial of competing applications of the Toledo Blade Co., Unity Corp Inc., Citizens Broadcasting Co., Maumee Valley Broadcasting, Great Lakes Broadcasting and Anthony Wayne Television Corp. Community Broadcasting owns WTOL Toledo, and is in turn owned by Frazier Reams, 70%, and others. An intial decision [GOVERNMENT, March 25, 1957] had favored Great Lakes Broadcasting for the grant. Comr. John Cross did not participate.

The ch. 4 Cheboygan successful applicant is owned by Les Biederman and associates, multiple station owners in five northern Michigan cities. In this case, the FCC denied the competing application of Straits Broadcasting Co. An initial decision [AT DEADLINE, June 24, 1957] also favored Midwestern. Comr. Cross again abstained; Comrs. Robert Bartley and Frederick Ford dissented. In Comr. Ford's strongly-worded dissent, in which Comr. Bartley concurred, it was charged that the Cheboygan decision rewards past performance and experience at the expense of such factors as local ownership, integration of ownership and operation, civic activities and the FCC's policy of diversification of mass media.

Daytimers, Opponents Say It Again to FCC

Second round in the fight of daytime stations to persuade the FCC to extend their hours of operation was reached last week when more than 125 reply comments were filed in answer to statements filed with the Commission last May [GOVERNMENT, May 26].

The filings were representative of the battle lines already established: Clear channel and regional stations rebutted pro-daytime comments, and daytime stations countered objections originally filed by clears and regionals.

The reply comments complete the paper pleadings on last year's FCC rule-making proposal that daytime stations be permitted to begin operating at sunrise or 5 a.m. and continue until sunset or 7 p.m., whichever results in longer operating hours. Present rules limit daytime stations to local sunrise-sunset operations. The daytime attack has been led by Daytime Broadcasters Assn.

Opposition to the DBA proposal again was filed by ABC, NBC, CBS, the Clear Channel Broadcasting Service and numerous multiple owners and Class I and III stations. Daytime stations, led by DBA, again supported the proposed change of rules, and attacked the opposition.

Main tenor of the opposition was that daytimers failed to support their request with proper engineering and other data requested in the Commission's notice. Daytimers, led by DBA, charged that the alleged loss of service to clears and regionals because of skywave interference from longer daytime hours was in error, since the people involved were at great distances from the full time stations and they were not being given local service anyway.

KANN Purchase Elicits Query Of Purchaser's Qualifications

Howard W. Davis, who owns KMAC and KISS (FM) San Antonio and has applied to buy KANN Sinton, Tex. for $64,108, was put on notice last week by the FCC that it feels a hearing is necessary both for the proposed purchase and for renewal of licenses for the San Antonio stations.

In McFarland letters to Mr. Davis and to KANN, the FCC questioned Mr. Davis' character and financial qualifications, pointing to what it felt was conflicting testimony by Mr. Davis during a 1954 hearing in a contest between Mr. Davis and Mission Telecasting Corp. for ch. 12 in San Antonio. The FCC added that it "appears" Mr. Davis' current liabilities in the KMAC-KISS operation ($55,750.58) exceed his current assets ($11,561.26).

The Commission awarded ch. 12 (now

YOU MIGHT CATCH A 26-LB. TROUT*—

BUT... You Need WKZO Radio To Land Sales In Kalamazoo-Battle Creek and Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

For a sales pitch with a real hook, use WKZO — CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, tell the story. WKZO Radio gets 45% more *morning* listeners than the next station . . . 31% more *afternoon* listeners . . . 50% more *evening* listeners!

How about it — isn't *now* the time to check WKZO availabilities with Avery-Knodel?

**George Langston caught one this size at Tennessee's Dale Hollow Dam in April, 1958.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

KONO-TV) to Mission Telecasting Co. May 25, 1956. It pointed to its statement at that time that Mr. Davis not only did not have adequate financing for his ch. 12 proposal, but in the hearing misrepresented his financial status, which was disclosed in cross-examination. He never offered a corrected balance sheet, but defended his initial representations, which, FCC said, it believes to be a "lack of candor."

The KANN sale application was filed last March [FOR THE RECORD, April 7].

Five New Ams Granted by FCC

The FCC last week made the following grants for am construction permits:

- Liberty Broadcasting Co. of Hinesville, Ga., to operate on 990 kc with 250 w, day.
- North Star Broadcasting Co. of Windom, Minn., to operate on 1580 kc with 250 w, directional antenna, day only and engineering conditions.
- Tri City Broadcasting Co. of Forest City, N. C., to operate on 1320 kc with 500 w, day.
- Radio Orangeburg of Orangeburg, S. C., to operate on 1580 kc with 1 kw, day, remote control permitted, conditioned on Gus Browning, one of the partners, servering all connection with WDIX Orangeburg.
- Quality Radio Inc. of Superior, Wis., to operate on 1320 kc with 1 kw, day.

For other FCC actions of last week, see FOR THE RECORD, page 110.

FCC Ok's CBS Purchase In Philadelphia—But . . .

The FCC gave its blessing last week to CBS Inc.'s $20 million am-fm-tv purchase in Philadelphia—but with reservations.

In approving the biggest package station transfer ever made—sale to CBS by the *Philadelphia Bulletin* of WCAU-AM-FM-TV Philadelphia for $15.6 million, plus land and buildings for $4.4 million—the FCC said the grant was being made "without prejudice" to any final action it may take later:

"(1) with respect to the conclusions and recommendations set forth in the Report of the Network Study Staff; (2) . . . related studies and inquiries now being considered or conducted by the Commission, and (3) . . . pending antitrust matters."

Also approved last week was the sale of WWTV (TV) Cadillac, Mich., by Sparton Broadcasting Co. to the John E. Fetzer interests for $1 million.

Comr. Robert T. Bartley dissented to both actions on his usual grounds where sales involve multiple ownership: that a hearing should be held on concentration, monopoly, overlap, etc.

The Philadelphia sale [AT DEADLINE, Dec. 23, 1957] breaks down to $3 million for 50 kw clear channel WCAU and its fm adjunct WCAU-FM, $12.6 million for WCAU-TV and $4.4 million for land, buildings and other real property comprising WCAU Radio & Tv Center on City Line Ave., Philadelphia.

The transaction compares with Time Inc.'s $15.75 million purchase in 1957 of Consolidated (Bitner) properties (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis); J. H. Whitney Co.'s 1956 buy for $10 million of WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, and Westinghouse's $9.75 million buy of KDKA-TV Pittsburgh from Allen B. DuMont Labs in 1955.

This brings CBS Inc. to its maximum ownership in both radio and tv, with radio and vhf tv operations in New York, Los Angeles, Chicago and St. Louis, am-fm operations in Boston and San Francisco and uhf stations in Milwaukee and Hartford, Conn.

WTVJ (TV) Out of Houma Race

Chief Hearing Examiner James D. Cunningham last week approved withdrawal without prejudice of the application of WTVJ Inc. (WTVJ [TV] Miami, Fla.) for ch. 11 in Houma, La. Mr. Cunningham said that the $12,979 payment by remaining applicant St. Anthony Television Inc. for WTVJ's "out-of-pocket" expenses in prosecuting its application was verified and acceptable to the broadcast bureau of the Commission. Earlier this month, Mr. Cunningham refused to discharge the WTVJ application because details of expenses were not available [GOVERNMENT, July 14]. The St. Anthony application was retained in hearing status, with that company's financial qualification still an issue. St. Anthony has a petition pending for dismissal of the financial issue.

Show Cause Issued to KHCD

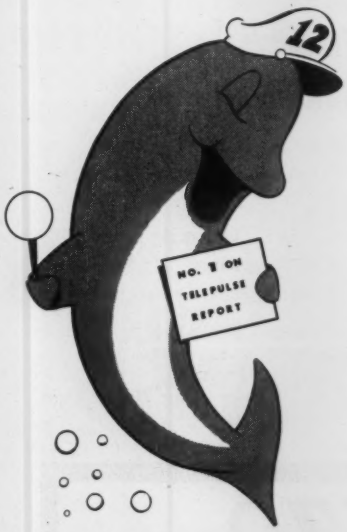
The FCC last week ordered Henry Chester Darwin to show cause why the license for his KHCD Clifton, Ariz., should not be revoked. Mr. Darwin, the FCC said, had (1) violated FCC technical standards in the operation of KHCD, continued the violations after FCC inspection of the station facilities and failed to respond to FCC notices of the violations; (2) leased KHCD to one Herb Jepko for the calendar year 1958 for $2,000 with an option to renew the lease for 1959, thus letting Mr. Jepko take over control and operation of KHCD in "willful violation" of Sec. 310 (b) of the Communications Act prohibiting unauthorized disposal of a broadcast facility.

Two FCC Examiners Appointed

The FCC last week announced the appointments of two hearing examiners: Forest L. McLenning, 48, to assume his new position July 28, and Isadore A. Honig, 47, effective Sept. 8.

Mr. McLenning has been with the Commission in a legal capacity since 1948 and, since 1954 has been a member of the staff of the office of opinions and reviews. Mr. Honig, who served as a temporary hearing examiner from November 1953, to March 1955, has been on the legal staff of the broadcast bureau since last year.

"JAXIE" SAYS . . . April Telepulse Survey
Rates WFGA-TV No. 1 in Jacksonville



The latest Telepulse report tells the WFGA-TV story.

★ WFGA-TV is preferred in 50.8% of Jacksonville homes.

★ WFGA-TV carries eight out of the top-rated fifteen once-a-week shows.

★ WFGA-TV carries six out of the top seven shows in the Jacksonville Metropolitan Area.

The big switch to WFGA-TV was accomplished in just eight months. WFGA-TV went on the air last September and now over ¼ million television sets regularly tune to the leading family station in the Jacksonville area.

For availabilities on Jacksonville's No. 1 TV Station, call Ralph Nimmons at ELgin 6-3381 or contact your nearest P.G.W. "Colonel".

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

FAITH

Inborn — a child's faith.

But faith...in business...must be earned.

That's why when we make a sale, we also try to make friends. Friends won through the sustained action of promises performed.

As we see it, that's not only good business philosophy. It's good business, too.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

BARROW STUDY GOES TO FCC STAFF

The long, drawn-out Barrow Report hearings came to an end last week—to all intent and purposes—and the spectre of television networking without option time or must buys remains hanging over the networks.

The Commission closed its public hearings on the touchy Barrow Report after a full day's interrogation of Dean Roscoe L. Barrow, headed of the two-year network study inquiry. The next step is for the staff to prepare a digest of the voluminous testimony for submission to the Commission.

One of the first topics receiving top priority, will be the antitrust implications of option time and must buys. The Barrow report recommended that these two basic network practices be abolished. The Dept. of Justice Antitrust Div. stated that in its opinion these are *per se* violations of the antitrust laws.

The networks and many affiliates have argued that option time is required to maintain stability. They have stressed that networking itself would be jeopardized without this means of assuring nationwide program clearances. They also have insisted that their requirement that an advertiser buy a basic number of affiliates is necessary to maintain a nationwide network.

It is understood that the Commission's "ultimate findings" on these two subjects will be submitted to the Justice Dept. for its consideration, possibly the end of September.

Since the Justice Dept. has already expressed its views that these two practices are illegal, its reply is a foregone conclusion.

It will then be up to the FCC to decide whether to follow the Justice ruling—or whether to constitute itself a type of appellate court to weigh the broadcasting requirements of option time and must buys against the ostensible antitrust violations.

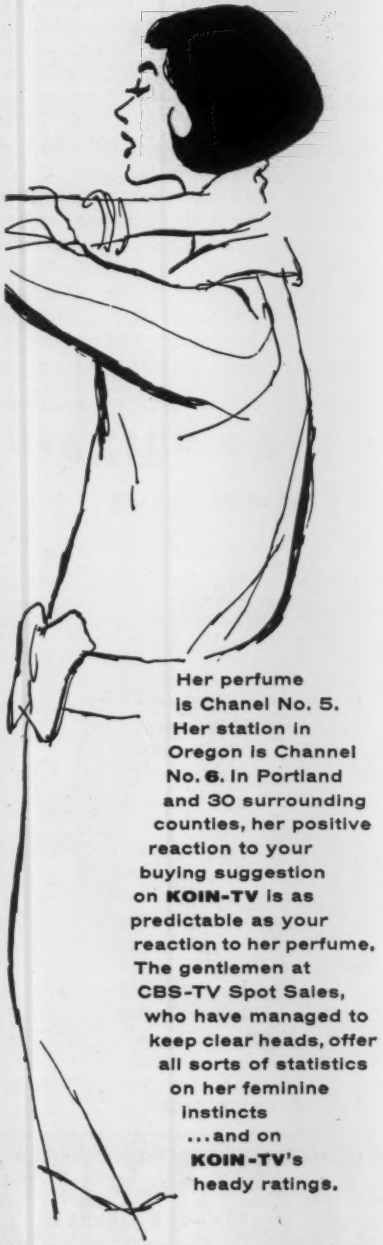
Some type of oral argument may thus be held to enable the networks and others to rebut or uphold this antitrust viewpoint.

If the Commission finds that these two practices are vital to network broadcasting, it can refuse to follow the Justice Dept.'s recommendations. It can also, if it wishes, ask Congress to exempt the networks from antitrust prosecution in these two instances. This certainly would be required if the Justice Dept. brought suit against the networks and won a court order.

On the other hand, the FCC may find that these two practices are not essential and are, in fact, unfair practices. It then could revise the present network rules to prohibit these activities.

Other recommendations of the Barrow Report will be digested and submitted to the Commission after the staff completes its option time-must buy presentations. These include (1) reduction of maximum number of vhf outlets permitted to be owned by a single entity in the top 25 markets from five to three; (2) reinstitution of the Avco procedure which required station sales to be for cash so competing offers can be accepted and, if necessary, a comparative hearing held to determine the best buyer; (3) disassociation of the networks from station representation, and (4) direct FCC regulation of networks.

Still due is the Network Study Staff's re-


Her perfume is Chanel No. 5. Her station in Oregon is Channel No. 6. In Portland and 30 surrounding counties, her positive reaction to your buying suggestion on KOIN-TV is as predictable as your reaction to her perfume. The gentlemen at CBS-TV Spot Sales, who have managed to keep clear heads, offer all sorts of statistics on her feminine instincts ...and on KOIN-TV's heady ratings.

NBC PICKS HOLES IN BARROW CASE

NBC told FCC last week that the Barrow Report "does not and cannot support its conclusion" that network option time and must buy practices are illegal *per se*.

In a 42-page brief the network contended that legal decisions relied upon by the Barrow Report are not applicable to broadcasting or, where applicable, actually uphold the network position.

"The cases cited by the report, the cases which the report fails to cite, and the facts adduced in this proceeding demonstrate that option-time arrangements and the basic network sales policy are completely lawful," the brief declared.

The brief found it "curious" that the report, in citing cases, failed to cite any dealing with broadcasting—especially so "since an attack on the networks for allegedly violating the Sherman Act, through option-time arrangements and other practices, was rebuffed by the Court of Appeals for the Second Circuit." This was the case of Federal Broadcasting System Inc. (WSAY Rochester, N. Y.) against four radio networks, thrown out in 1948 in a decision that held the challenged practices were legal and at least some of them "desirable."

NBC held that with respect to both option time and must buys, "the short answer" was that both practices are permitted under rules that have been upheld by the U. S. Supreme Court.

The brief thought it "significant that the only industry witness to oppose either of these practices in this proceeding was Mr. Richard A. Moore, president of KTTV (TV) [Los Angeles]." It argued that Mr. Moore's charge of illegality under the rule of reason "runs contrary to a host of authorities, many of which are cited in the KTTV brief."

The importance of option time to advertisers and stations as well as to networks and the necessity for must buy requirements were stressed. Option time actually fosters competition by enabling broadcasters to compete better with other media, the brief asserted. To the Barrow Report's suggestion that networks eliminate must buy lists and merely stipulate that "all advertiser lineups must be acceptable to it," NBC replied: "Since the practice here attacked is simply a policy statement of the minimum lineup 'acceptable' to NBC, it is a practice which the report would sanction on a case-by-case basis but would condemn as a general operating policy."

SUCCESS STORIES

One of a series of salutes to successful TV stations across the nation . . . and to the Northwest School graduates who have contributed to their success.

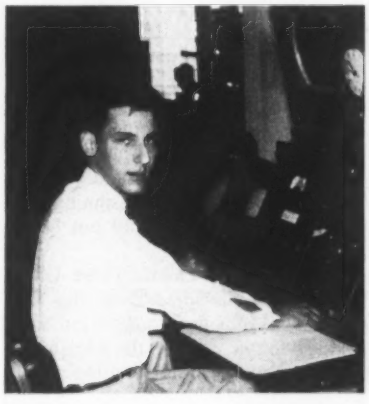
KHSL-TV

CHICO

CALIFORNIA

"Goldie" from the Golden Empire Broadcasting Company

MICKEY McCLUNG, President and General Manager



Bill Lawrence, transmitter operator, also trained at Northwest. Within a few weeks after joining KHSL-TV, Bill was able to take over complete operation of the transmitter without outside assistance from any of the other operators.

Lowell Hersey, a Northwest Graduate, has been associated with KHSL-TV for a year, and is currently representing a four county area as account executive. In the short period of time with the company, Lowell has become one of the top salesmen in the area.

KHSL-TV was the first television station in Northern California outside of San Francisco. On the air August 29, 1953 with 12,000 watts of video power. In September, 1954, power was increased to 63,000 watts. Then in December, 1956 KHSL-TV went to full power, 316,000 watts.

The KHSL-TV main studios and offices are located in downtown Chico, Butte County and the transmitter is located on Cohasset Mountain, 24 miles to the northwest of town. KHSL-TV employs 40 people including offices in San Francisco, at 703 Market Street. The station is equipped with two cameras, carries network color programs and is affiliated with CBS-TV and ABC-TV. Two sister radio stations are associated with KHSL-TV... KHSL Radio in Chico and KVCV Radio in Redding.

Mickey McClung's comments regarding these two Northwest Schools graduates were: "We are proud of Mr. Lowell Hersey and Mr. Bill Lawrence, both graduates of Northwest Schools. We feel that their training has assisted them in getting a strong foothold in this industry and in doing a magnificent job in each of their fields."

Mr. M. F. (Woody) Woodling, Manager of KHSL-TV said: "I'm sure that your two graduates must be exceptional ones for I cannot conceive of a whole class, or number of classes, with equal quality of character, attitude and intelligence. Bill and Lowell are a credit to us and our industry."

For further information

on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon

Phone CApitol 3-7246

737 N. Michigan Avenue, Chicago • 1440 N. Highland, Hollywood

port on programming. This phase ran into difficulty when some program organizations refused to furnish requested information. It was settled when a court order upheld the staff's right to require submission of this data.

More recently, the Dept. of Justice related that it had received complaints that networks forced program tie-ins and time sales. This information is being relayed to the FCC so that its programming report will include a review of these assertions.

At the completion of Dean Barrow's testimony last Monday, FCC Chairman John C. Doerfer ruled that the record would be held open to Aug. 4 to permit a group of stations represented by the law firm of Smith & Hennessey to file a statement in contradiction to the antitrust implications of option time.

Dean Barrow iterated the staff report's recommendations that no single owner be permitted to own more than three vhf stations in the first 25 cities and that station sales be "open" to competing bids so the Commission may "recapture" its license selection prerogative. A 1952 Communications Act amendment forbids the FCC from considering anyone but the original buyer in transfer cases.

The U. of Cincinnati law school dean warmly urged in several instances that the Commission accept these two recommendations in order to bring "new blood" into broadcasting.

He stressed that the FCC will fix the future of tv in its action on the network study report. "We are going to determine where tv is going," he said, "whether it will be multiple-owned or diversified."

He bluntly agreed that an open transfer procedure may cut down the number of station sales. "This might be a good thing," he said.

At another point he stressed his belief that licensees must be interested primarily in broadcasting, not in making a profit.

The diversification doctrine, Dean Barrow said, is "vital." "I think you have gotten away from it too much already," he added "You must come down the hill a little."

Dean Barrow's expressions on licensing philosophy were in response to statements by Chairman Doerfer, who questioned whether such actions might not be "meddling" in free competition. Mr. Doerfer also expressed doubt that cutting down on the number of vhf stations which can be owned by a single person or company is the best way to combat alleged network dominance.

WXYZ Bid to Move Transmitter Indicates Hearing, FCC States

The FCC last week told WXYZ Detroit, ABC owned station, that a hearing is indicated for the Detroit outlet's application to move its transmitter and studio location to a point seven miles north of the present site and to make other changes.

WXYZ's proposed operation, the FCC said, won't provide the minimum field intensity of 25 mv/m over the main business and industrial areas of Detroit as required by FCC rules. WXYZ's request for waiver shows the proposed operation would furnish this intensity to only a small percentage of Detroit's business and industrial areas and thus would not be in "substantial" compliance with the rules, the FCC said, adding that it is unable to find "at this time" that the move would be in the public interest.

Duoply Rule Applied to Sale Of KLAN to Mesabi Western

The FCC last week cited its duopoly rule in sending McFarland Letters (indicating the necessity of a hearing) to Interlake Broadcasting Corp. and Mesabi Western Corp. on the former's proposed sale of KLAN Renton, Wash., to the latter for $200,000.

The other stations involved, the FCC said, are KING and KIRO, both Seattle, and both competing with KLAN for advertising in the Seattle-Renton area.

The FCC told the two firms that 80% of Mesabi stock is held in trusteeship by the Pacific National Bank of Seattle for family beneficiaries under the will, executed in 1932, of William E. Boeing Sr. Mrs. A. Scott Bullitt, controlling stockholder of KING among other stations, and Dietrich Schmitz, who owns 0.521% of KIRO, both are directors of the Pacific National Bank of Seattle, FCC said, raising the question of whether *any* (FCC's italics) degree of cross interest would be a violation of the duopoly rules (Sec. 3.35 [a] of the FCC rules). A letter to the FCC from Mesabi on July 1 had indicated grant of the sale conditioned on Mrs. Bullitt and Mr. Schmitz resigning their directorships in the bank would not be acceptable.

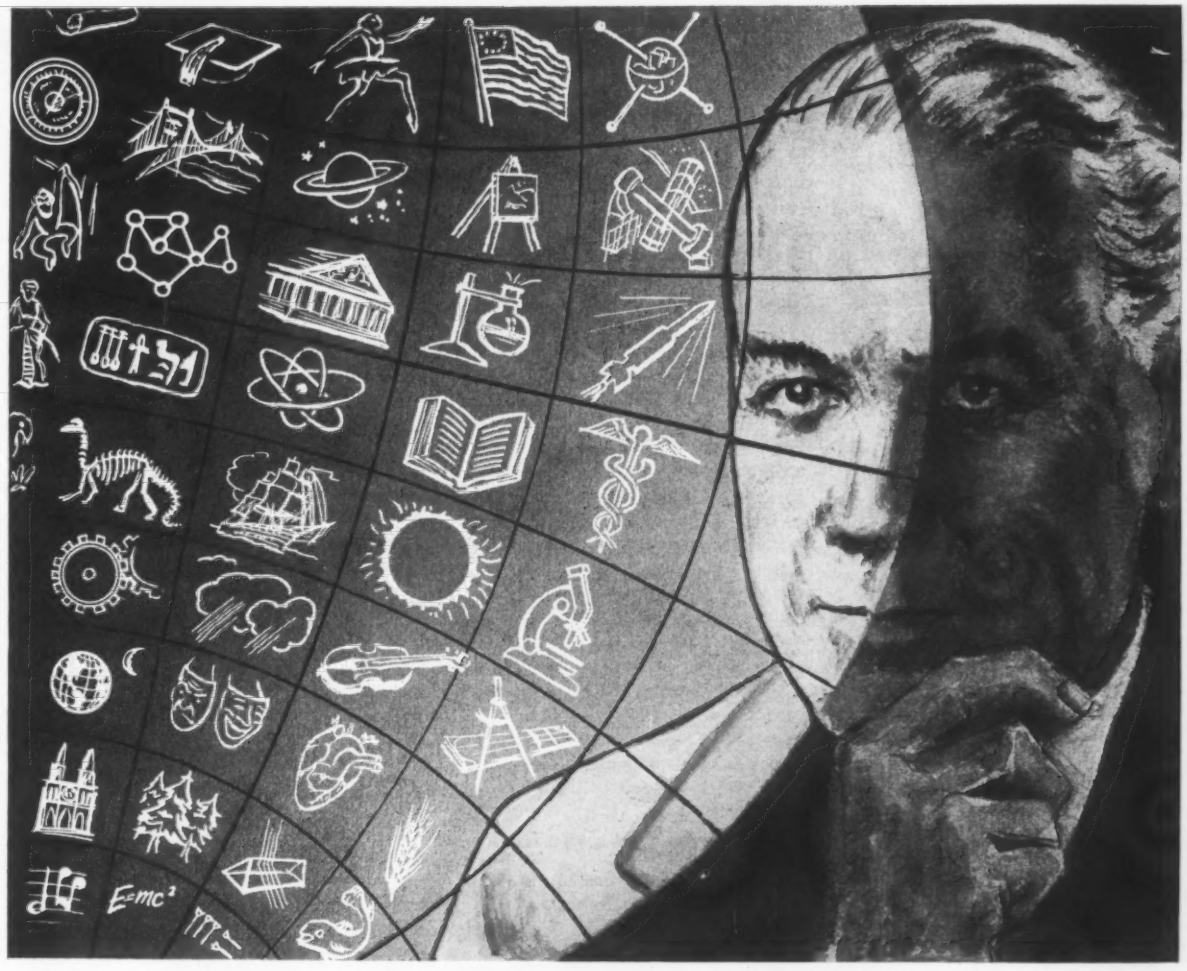
Chairman John C. Doerfer and Comr. T. A. M. Craven dissented from the FCC action on the grounds the Commission could have decided for or against the transfer on available information without setting a hearing.

International Grant Issued, First Since World War II

The FCC last week granted the first construction permit for an international station since World War II to KGEI Belmont, Calif. The grant involves the purchase of General Electric Co.'s former international station near Belmont by a new corporation, KGEI Inc. Engineer Marvin R. Steffins is president and majority owner.

The Commission also denied a request by another international station, WRUL Scituate, Mass., to designate KGEI's application for a hearing. KGEI intends to program 47½ hours per week to Central and South America, some of it from government sources, with about two-thirds in Spanish. Besides WRUL, the only other authorized international station is experimental KQ2-XAU Cincinnati, Ohio. All the other international broadcast facilities in the U. S., the FCC notes, are operated by the U. S. Information Agency as government stations, unlicensed by FCC.

POWER to penetrate!
CKLW
CKLW-TV
IN THE DETROIT AREA
* This powerful RADIO voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.
* This powerful TV signal is sent to a greater number of viewers . . . costs you less by exposing your product to a bigger audience.
CKLW 50,000 WATTS
CKLW-TV 325,000 WATTS
J. E. Campeau President
ADAM YOUNG, INC. National Representative
GENERAL OFFICES GUARDIAN BLDG., DETROIT



BMI Introduces a New and Timely Program

THE WORLD OF THE MIND

As a companion to its award-winning programs, "The Book Parade" and "The American Story," BMI introduces a new series of timely scripts . . . "The World of the Mind."

Prepared by BMI with the cooperation of the American Association for the Advancement of Science and the American Council of Learned Societies, "The World of the Mind" is available to radio and television stations and to public libraries and local boards of education for broadcast purposes.

Fifty-two eminent scholars and scientists are the authors of the programs which are each of fifteen-minutes duration. The Sciences and the Humanities are embraced equally in the wide range of topics which form "The World of the Mind" – a thorough and painstaking appraisal of man's perpetual search for knowledge and truth.

Radio and television stations will receive sample scripts and further details in the mails. Please watch for this material. "The World of the Mind" series will be available only upon request.

BROADCAST MUSIC, Inc.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

the only Buffalo Station that can pass the "Thruway Test"

COMING EAST to the New York State Thruway, you pick up WGR RADIO loud and clear, way out in Ohio.

GOING WEST on the Thruway, you pick up WGR RADIO loud and clear, just past Syracuse.

IF YOU WANT maximum coverage in the $4 billion Western New York market (plus big bonus audience in Canada and on the Thruway) buy WGR RADIO. 1,000,000 homes . . . 1,000,000 cars.

Represented by
Peters, Griffin, Woodward, Inc.

BUY
WGR
RADIO
BUFFALO'S FIRST STATION

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester, N.Y. • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg • WNEP-TV/WILK-TV, Scranton/Wilkes-Barre

Federal Tax Formula on Tv Film Under Reconsideration by IRS

A tax formula to govern firms producing films for television is sought by the U. S. Internal Revenue Service. The bureau announced July 21 it is conducting a study of the way film costs are treated for tax purposes.

Two problems listed by Harold T. Swartz, head of the Tax Ruling Div. were: (1) In what manner does a taxpayer recover the cost of making a film for tv exhibition? and (2) What consideration should be accorded residual value of the film produced?

To date, film producers and individual revenue agents have worked out special solutions in each case. IRS feels there should be uniform procedure. Most tv firms are said to use a cost-recovery plan whereas others may break up costs into three or four periods on a step-down basis.

The Alliance of Television Film Producers last spring voiced dissatisfaction with a salvage value and cost-recovery table basis for tax computation, contending firms would be taxed even if no profit were earned.

IRS is not planning public hearings but may call in individual producers to get their ideas on ways of treating the cost of films for income tax purposes. It asks those having ideas on the subject to address remarks to "Commissioner of Internal Revenue, T:R:C-TV, Washington 25, D. C."

Ch. 7 Shifted to Little Rock

The FCC last week shifted ch. 7 from Pine Bluff to Little Rock, Ark. At the same time the FCC specified that Central South Sales Co. operate KATV (TV) on ch. 7 in Little Rock instead of Pine Bluff, conditioned on issuance of a modified authorization. Comr. Robert Lee dissented in this case on the issue of station "straddling."

The Commission also last week amended the tv table of assignments, on a petition by ch. 22 WWLP (TV) Springfield, Mass., by substituting ch. 76 for ch. 75 in Concord, N. H., and ch. 69 for ch. 74 in Bennington, Vt. This makes ch. 74 available for translator operation in Springfield, Vt., "a community not large enough to support a regular tv station," according to the FCC.

The Commission also denied a petition by Central Minnesota Television Co., permittee of a new station on ch. 7 in Alexandria, Minn., to shift ch. 12 from Brainerd to Walker, both Minnesota.

WGH Reduces Ads; Gets Renewal

The FCC last week renewed the license of WGH Newport News, Va., after it had raised the spectre of a hearing due to purported program imbalance and overcommercialization [GOVERNMENT, July 7].

The station was sent a letter of inquiry earlier this month. It told the Commission it had revised its 24-hour-per-day program schedule to include three 15-minute and one upcoming 55 minute discussion programs weekly, plus two hours of educational fare. Also, it said, its weekly spots have been cut from over 1,500 to 1,000 and its commercial time from 91% to 75%. It noted that a policy had been established limiting no more than three spots in each 14.5 minute segment. Program imbalance questions involving licenses of several Atlanta, Ga., outlets are still under review at FCC.

Tax Bureau Says Market Value Must Be Declared on Giveaways

Producers of giveaway programs where prizes are merchandise must report the fair market value of these prizes to the Internal Revenue Service. And, if they don't know the fair market value, the manufacturer's suggested retail price will be sufficient. This is what the Internal Revenue Service suggested last week in answer to an inquiry from Goodson-Todman Productions on how to report these winnings to the Internal Revenue Service.

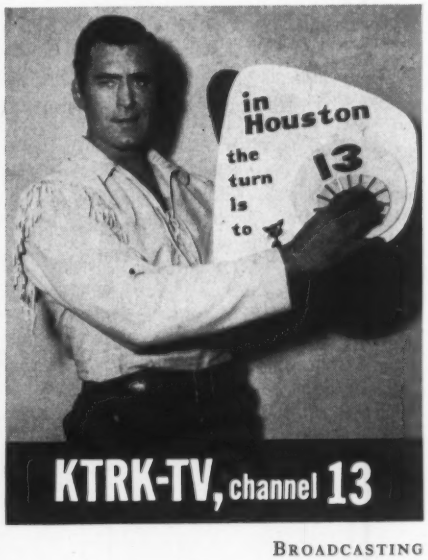
IRS also said that if a contestant claims that the fair market value is less than the manufacturer's suggested retail price, he can fight it out with the tax collector at the time he files his income tax.

WMT-TV Asks Two-City Identity

WMT-TV Cedar Rapids, Iowa, has asked FCC permission to identify itself as a Cedar Rapids-Waterloo, Iowa, station, explaining that while the station's transmitter is 25 miles from both cities and puts a strong city grade signal over both, the timebuyers for advertising agencies in New York and elsewhere just don't understand that. The station cited its activities directed toward both cities in sales, news coverage and programming.

WNEP-TV Wants Dual-City Call

WNEP-TV Scranton, Pa. (ch. 16), last week asked the FCC for permission to identify itself as a Scranton-Wilkes Barre station. WNEP-TV said it has merged with WILK-TV Wilkes-Barre (ch. 34) and that the ch. 34 operation will be discontinued and new facilities will be built for WNEP-TV which will cover with a Grade A signal the same areas covered by both stations before. WNEP-TV said it expects to complete its new facilities next month and will have studios in both cities.



Who's the New Leader in the Kentucky Radio Derby?

WAKY, Louisville

commanding a 37.5% daytime share-of-audience in just 10 days*

Not even Tim-Tam set a pace in Louisville like WAKY—newest McLendon station—a whopping 37.5 daytime share-of-audience in just 10 days.*

On Wednesday July 9, Louisville's WGRC became WAKY—and Louisville simply went wacky over WAKY. (Incidentally, that's the way it's pronounced on the air, "wacky"). With 5,000 big watts at the choice 790 spot, WAKY is the first aisle on the Louisville dial—choicest of Louisville frequencies with resultant remarkable coverage of 47 counties in Kentuckiana

WARNING TO TIME BUYERS: Place no money on old rating figures. Demand to see surveys made *after* July 9, the day WAKY roared into Louisville and ran away with Derbytown's Radio Day.

You can get the current form-sheets from

JOHN BLAIR & COMPANY

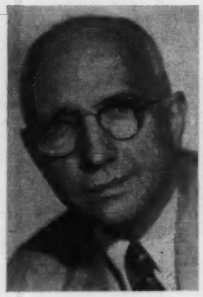
National Representative for WAKY and affiliated McLendon Stations including:

KLIF, Dallas; KILT, Houston; KTSA, San Antonio; KEEL, Shreveport

*C. E. Hooper Inc. Louisville Survey, July 14-18, 1958

McDonald Leaves NBC Law Post To Join Smith & Hennessey Firm

Joseph A. McDonald, treasurer and assistant general attorney at NBC, joins the Washington law firm of Smith & Hennessey as partner Aug. 1. Mr. McDonald has been planning the move several months [CLOSED CIRCUIT, April 28].



MR. McDONALD

The firm now becomes Smith, Hennessey & McDonald. Address: 1240 19th St., N.W., Washington 6. Telephone: Executive 3-7242. The other partners are George S. Smith and Philip J. Hennessey Jr.

Mr. McDonald joined NBC in 1932 and served as an attorney in New York and Chicago until 1945 when he became vice president-secretary and general attorney for ABC. He rejoined NBC in 1952.

Back Where They Started

Rogers, Cowan & Jacobs, New York and Hollywood, public relations organization specializing in radio-tv programming publicity and promotion, will be dissolved Sept. 1, the company has announced. In the fall, separate companies will be formed—Rogers & Cowan Inc. and Arthur P. Jacobs Co.—reverting to the status that existed before merger of the two groups in September 1957. The announcement said the parting is "amicable."

PROFESSIONAL SERVICE SHORTS

KTTV (TV) Los Angeles appoints Brenon and Morgan Assoc., N.Y., as New York public relations representative of station.

Don Fedderson Productions, Hollywood, has retained N. Y. office of Pat McDermott Co., Hollywood, as its eastern U. S. public relations and press information representative.

Milton Fenster Assoc., N. Y., named by Station Representatives Assn. and Theatre Network Television Inc. for public relations campaigns.

Ex-INP Staffers Join Wagner In New Worldwide Photo Venture

Gary Wagner, head of the New York commercial photography firm bearing his name which serves the advertising, tv and theatrical fields, has announced formation of Wagner International Photos to offer worldwide newsreel and still picture coverage to tv and print news media through the services of many International News Photo veterans let out in the United Press-INS merger. Wagner International will headquarter at 161 W. 57th St., New York. Telephone Circle 6-9470.

Wagner International has added to its headquarters staff several INP veterans including photographers Sam Goldstein and David Pickoff, account executives Dave Freud and Chuck Adams and Marketing Director Syd Bandes. Mr. Wagner said 60 ex-INP photographers throughout the U. S. and abroad already have been signed on a stringer basis to handle spot assignments and others are being added.

10th CATV System for Jerrold

Acquisition of its tenth community tv system—Muscle Shoals Television Cable Corp. (serving Florence, Sheffield and Tuscumbia, Ala.)—was announced last week by Jerrold Electronics Corp., Philadelphia manufacturer of CATV equipment. The purchase price was not announced.

The Alabama system, serving 4,000 subscribers, began operating in 1955. It carries signals of two Birmingham stations (WBRC-TV and WABT [TV]) and one Nashville, Tenn., station (WSIX-TV).

The CATV operation competes with ch. 15 WOWL (TV) Florence, Ala.

Other systems owned by Jerrold are in Dubuque, Iowa; Flagstaff, Ariz.; Pocatello, Idaho; Ukiah, Calif.; Key West, Fla.; Ventnor, N. J.; Walla Walla and Wenatchee, Wash. Jerrold is said to have more than $2 million invested in these CATV systems, serving 30,000 subscribers.

Army Gets 'Big Picture' Facts

The U. S. Army's *Big Picture* documentary tv series—completing its seventh year—is still a success, according to a survey by the Dept. of the Army, Washington. A 63% return was elicited from the 329 tv stations contacted in the poll. Among results of the survey: 92.5% prefer the present 28:40-min. show compared with the 7.2% preferring the quarter-hour length; 43.7% air the film on Saturday, 30.3% on Sunday; 85.1% program *Big Picture* regularly, 14.9% program it occasionally, and 6.7% use it more than once weekly while 2.9% schedule the series less than once weekly.

NEW TV WAMPUM

The discovery of uranium and oil on the Navajo Reservation, Ariz., created a new market for tv advertisers—and a tv translator has just been completed to tap it.

More than 10,000 Navajo viewers are receiving programs from KOAT-TV Albuquerque, N.M., 140 miles away, via a translator near Window Rock, Ariz. that stands 7,400 ft. above sea level. Eventually a series of relay stations feeding from the Window Rock translator are expected to bring tv to all 80,000 members of the Navajo Nation.

Marine Corps Radio Campaign Uses 'Take Five' Series, Spots

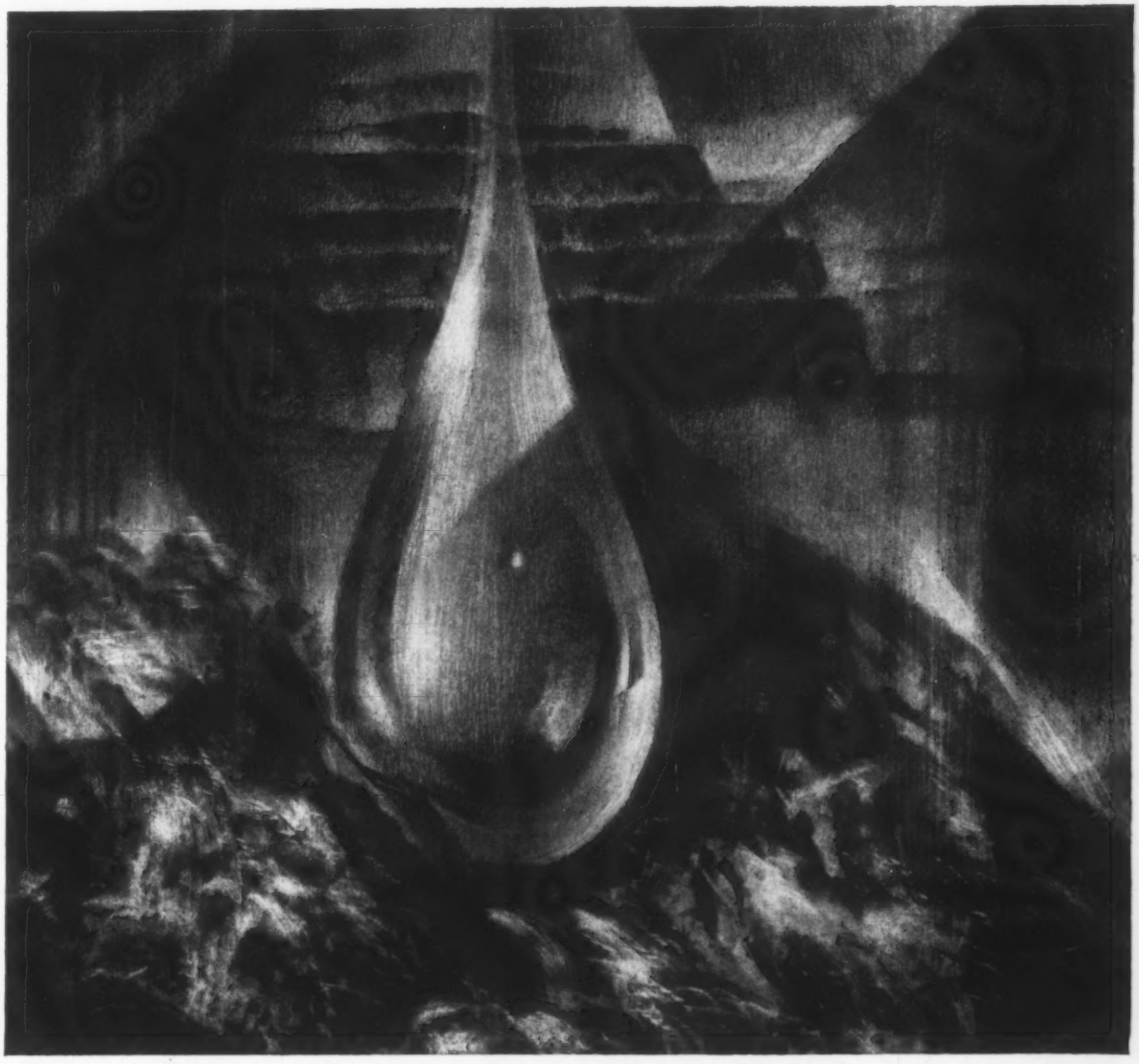
A new 4½-minute program produced by the Marine Corps has been placed on 930 stations on an exclusive basis in each market. The Marine radio campaign, begun July 1, is built on the 4½-minute series, titled *Take Five*, and spot announcements aimed at prime listening time.

The *Take Five* thrice-weekly series is geared to the new flexible radio programming structure, consisting of fast-paced musical selections featuring Betty Johnson, network and recording artist, and Jerry Coleman, former Yankee baseball player and a major in the Marine Corps Reserve. Mr. Coleman is m.c. Programs are recorded by Gotham Recording Corp., New York.

The announcement campaign, for general distribution, has been accepted by more than 1,500 stations. It uses the spots as tools for station programming, consisting of time-signal and weather lead-ins of a musical nature plus a short message. These are designed for heavily commercial time periods and were created for integration into disc jockey programs. They vary from 10 seconds to a minute.

New Stringer Service Organized

Radio for Modern America Co., Tulsa, is inaugurating "Audio Newsbeat," a new service, Aug. 1 "for the collection and transmission of 'live' national and international news coverage." According to Kenny A. Green, president, when a news story breaks, Audio Newsbeat relays to client stations a taped beeper phone report from one of its stringers in the area. Mr. Green has not divulged the names of any clients for the service. Charge: $135 a month payable in advance whether or not stations use the reports. Address: Audio Newsbeat Inc., P. O. Box 14, Tulsa, Okla.



THE WASH THAT STOPPED THE DRAIN

More than fifty years ago, U. S. Steel scientists found a way to reclaim the iron particles in low grade ores by washing away the useless sandy particles. Thus they obtained a high grade ore from a low grade one—which early miners had pushed aside as worthless. In 1910, they built their first plant to handle this job of ore beneficiation, because they knew that even vast ore deposits like those of the Mesabi Range in Minnesota would soon be drained if only the richest ores were scooped out to feed our steel-hungry economy.

Today, more than ⅓ of all the iron ore shipped out of Minnesota is beneficiated ore. And U. S. Steel's research work on ore beneficiation is still going on to find even better ways to utilize and stretch our ore deposits.

USS is a registered trademark

USS United States Steel

MGA to Cover Tv Film In Talks With Studios

When Musicians Guild of America begins negotiations with the major motion picture studios for contracts for musicians employed in scoring motion pictures, the discussions will cover tv films as well as those made for theatrical release, Cecil Read, MGA chairman, said last week. Preliminary conversations with the movie makers, he said, revealed their feeling that a motion picture is a motion picture regardless of the means of its presentation to the public and that they consider the National Labor Relations Board certification of MGA as bargaining agent for musicians employed by the major movie studios [AT DEADLINE, July 14] to cover both tv and theatrical films. MGA agrees with this interpretation, Mr. Read commented.

MGA plans to present its proposals to the major motion picture companies today (July 28), Mr. Read said. Negotiations will begin after the film producers have had a chance to study the MGA proposals, probably a week from today (Aug. 4). MGA will have a negotiating committee of about 12 men, its executive committee, a representative from each studio and five freelance musicians, including arrangers and copyists. Whatever agreement is negotiated will be submitted to MGA membership for ratification.

The new union, organized in the spring as a rival to the American Federation of Musicians [PERSONNEL RELATIONS, March 31], is opening a business office today down the hall from its present office in Hollywood's Equitable Bldg. at the corner of Hollywood and Vine for the registration of members. Anyone who was eligible to vote in the NLRB election for major studio musicians or in elections to be sought among musicians employed at the independent studios or in the making of tv films or phonograph records or at the radio and tv networks, is eligible for MGA membership under temporary provisions adopted to get the union organized, Mr. Read said.

An initation fee of $25 will be charged, plus dues of $24 a year, which also cover a $1,000 life insurance policy, and members also will be assessed a 2½% work charge, Mr. Read said. The first membership meeting will be held Sunday (Aug. 3) at Hollywood Masonic Hall, at which the basic objectives of MGA and the proposed type of organization will be presented and discussed. When a constitution and by-laws have been adopted, permanent officers will be elected. This is about 60 days off and perhaps longer, but certainly before the end of the year, he said. All organization matters, including fees, dues and membership qualifications, are subject to membership approval, he added.

An NLRB hearing on the guild's petition for an election of musicians employed by independent motion picture companies started last Tuesday and continued Thursday. This time AFM has refused to consent to an election and the matter will be decided by an NLRB ruling. The AFM position is that these producers are not employers within the meaning of the Labor Relations Act, as they frequently make package deals with a composer-conductor who writes the music, has it arranged and engages the musicians to play it. MGA contends that in such cases the composer-conductor is acting as agent of the producer, pointing out that historically the AFM has negotiated agreements with the independent picture producers as it has with the majors.

NLRB Orders Vote at WANE-TV

An election among employes of WANE-TV Fort Wayne, Ind., to decide if they want to be represented by International Brotherhood of Electrical Workers or International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators was directed July 26 by National Labor Relations Board. Eligible to vote are all engineering and program department employes, including engineers, cameramen, projectionists, photographers, studio supervisor and part-time floorman. Excluded are all other employes, announcers, directors, film director, news director, continuity writer, traffic manager, guards, professional employes and supervisors.

Finest Feature Films...
ON
WAKR-TV AKRON, OHIO
during PEAK EVENING hours

• M-G-M • UNITED ARTISTS
• COLUMBIA • NTA-"20TH SCREEN GEMS CENTURY FOX"
AND OTHERS

PARTICIPATIONS AT SURPRISINGLY LOW RATES!
Call- KEN KEEGAN PO. 2-8811, Akron OR McGAVREN-QUINN CORP. New York, Chicago, Detroit, Hollywood, San Francisco

WAKR-TV • • • WAKR-RADIO
RADIO-TELEVISION CENTER • 853 COPLEY ROAD • AKRON 20, OHIO

RCA Sales, Earnings Reduced Below Six-Month Record of '57

A drop in RCA's sales and earnings for the first half of 1958 as compared to the same period of 1957 was reported last week by Board Chairman David Sarnoff and President John L. Burns.

They put sales for the six months at $542,554,000 as against a record high of $564,990,000 last year and earnings (after federal income taxes) at $13,544,000 compared to $20,311,000.

After payment of dividends on preferred stock, this net profit represents earnings of 86 cents a share on common stock. In the first half of 1957 it was $1.35 per share.

The report placed second-quarter sales at $264,215,000 this year compared to 1957's record second-quarter total of $269,217,000. Net profit after federal income taxes totaled $4,540,000 for the second quarter this year; $7,501,000 in the same period a year ago. Common share earnings in the second quarter were 27 cents as compared to 48 cents in the like period of 1957.

Tv Set Sales on Way Back Up, Sylvania Stockholders Learn

Sylvania Electric Co., New York, reported last Thursday (July 24) there was a "definite upturn" in business during the second quarter of the year, with earnings 21% above the first quarter and sales up 5%.

Don G. Mitchell, Sylvania president, advised stockholders that second quarter sales also showed "a slight increase" over those of the 1957 comparable period, although earnings were below those of a year ago. He explained the improvement in net income was not felt until the latter part of the quarter, with June the highest month.

Mr. Mitchell reported that television set sales by the entire industry for the first six months of this year were 23% below the 1957 first half. But he predicted that "the sales picture will improve during the remainder of the year." He noted an upswing in June after a decline in April and May.

Stereophonic Products Feature Annual Exhibition in Chicago

Major electronic manufacturers are boarding the billion-dollar stereophonic bandwagon with a multiplicity of products, it was apparent at last week's 57th annual music industry trade show in Chicago. Showcase was National Assn. of Music Merchants meeting at the Palmer House.

Among leading exhibitors were General Electric, Westinghouse Electric Corp., Motorola, Philco, H. H. Scott Inc. & Stromberg-Carlson. Refinements in radio-tv receivers and phonograph combinations also were emphasized in 1959 lines.

RCA Shows New Two-Way Radio

RCA is demonstrating a new pocket-size, two-way radio to public safety and industrial officials in key U. S. cities, it was announced last Thursday (July 14) by Theodore A. Smith, executive vice president, industrial electronics products, RCA. The radio is the fourth of six new products which John L. Burns, RCA president, said on May 6 that the company would announce during the year. The first three were a stereophonic tape cartridge, a line of stereo disk and tape players and a transistorized "wireless wizard" remote control unit.

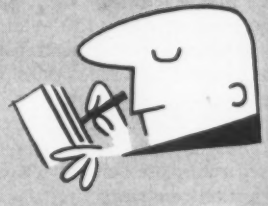
Commercial Tv to Get GE Tubes Developed for High Reliability

General Electric Co. announced last Thursday (July 24) that it had placed on the market 70 types of tv receiving tubes incorporating "high reliability features" originally developed for tubes for defense and other critical uses. The move to raise commercial tube reliability standards, the company said, was implemented to meet a "sit-down strike" by buyers and to anticipate "more serious competition in the future" from foreign-made tubes and semiconductors.

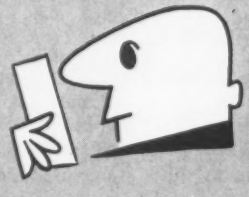
Company officials at a news conference in New York outlined some of the "high reliability features" of the tubes, which will be sold at the same prices as in the past. These include "snow-white" manufacturing procedures, whereby operators wear dacron uniforms, in order to minimize lint and dust; adoption of an accelerating-heating-cycling test to make sure tubes will perform properly under variations in household line voltage; producing receiving tubes to meet life tests twice as rigid as the joint Army-Navy specifications; and improving the installation costs on heater wires to prevent "hot spots" that tend to cause tube failures.

portrait of a shrewd
TIMEBUYER
studying
AMERICA'S 14th MARKET

Four TV stations
Broadcast in Milwaukee.
He saw that one is UHF,
And then there were three.



Three TV stations
Have coverage, it's true.
He looked at the ratings,*
And then there were two.



Two TV stations
Deliver by the ton.
He looked at the rate cards,
And then there was one.

WISN's the best buy.
The others also ran.
He picked up his telephone
To call the Petry Man.

CHANNEL 12 MILWAUKEE
WISN-TV

* According to the Milwaukee ARB for March, 1958, WISN-TV has an average rating of 17.1—Mon.-Fri., 4-11 P.M. Station B has a 17.4. The other two stations show a 7.8 and a 5.9, respectively.

Basic ABC Affiliate
Represented by Edward Petry & Co., Inc.

MANUFACTURING SHORTS

RCA Broadcast and Tv Dept. reported shipment of TF 6BM superturnstile antenna to WFBC-TV Greenville, S. C.

H. H. Scott Inc., Maynard, Mass., announces new stereo preamplifier (Model 130) for use with stereo records and tapes and monaural program material. It reportedly incorporates many features in its previous Model 121. Other features of amplifier are indicator light control panel that gives visual indication of mode of operation and that it permits three channel amplification.

Rutledge & Lilienfeld Inc., Chicago and St. Louis, announces change of name to **Lilienfeld & Co.**

Jerrold Electronics Corp., Philadelphia, announces two new uhf converters, Ultracon and Ultracon De Luxe. Ultracon (Model TCU) has list price of $22.95. Ultracon De Luxe (Model FTC) is listed at $39.95.

Minnesota Mining & Manufacturing Co., St. Paul, anticipates second quarter volume to exceed $90 million compared with $92 million year ago. This would bring 3M's first half total to better than $176 million, only 3% below last year's six months total of $181 million. At the end of first quarter, 3M sales were down 5% from same period of 1957.

WAIT TILL
THE KIDS MEET . .

SESAC TRANSCRIBED LIBRARY

Magnavox Co., Fort Wayne, Ind., declares regular quarterly cash dividend of 37½ cents per share on common stock, payable Sept. 15, 1958, to stockholders of record Aug. 25. Also regular quarterly cash dividend of 59⅜ cents per share on 4¾% preferred stock, payment and record dates same as for common dividend.

Howard Dearborn Inc., Berea, Ohio, announces new movie camera stabilizer. Constructed of anodized aluminum tubing, stabilizer is fitted with compensating weights. It is adjustable to open and extended po-

sitions for use in rugged terrain or on rough water. Purpose is to steady camera and allow perfect "aim" or "eyepiece" sighting.

Neumade Products Corp., N. Y., announces motion picture film cueing device. Triple head cues three consecutive frames of film, each cue mark so located that during projection they are superimposed. For tv use, cue mark is located within scanned area of monitor but outside area reproduced on home receiver.

Houston Fearless Corp., L. A., announces new model of Houston Fearless Labmaster 16mm black and white film processor. Fully automatic, processor will process negative or positive film and, with addition of extra unit, also process reversal film. Priced at $4,175 complete, ready to operate.

B&K Manufacturing Co., Chicago, announces new model 1150 automatic picture and sound generator. Unit transmits pictures from 35mm (2x2) slides with simultaneous sound—automatically—to any number of tv receivers through closed-circuit tv channel. Uses any of five tv channels (2 to 6) for separate closed-circuit telecasting or for interjection between regular tv station broadcast programs. Net price of model 1150 is $895.

Brand Products Inc., 11 Lormer St., Brooklyn, N. Y., named national sales organization for stereophonic component line of Madison Fielding Co., N. Y., development pioneer.

Price Electric Corp., Frederick, Md., announces production of Electro-Poise Miniature Relay (series 300) for low level circuit or general purpose use. Hermetically-sealed relay reportedly features increased magnetic force that provides higher contact pressures and greater travel than are usually found in relays of this type.

Ampex Corp. announces opening of first parts and service depot of its new professional products division at 345 E. 48th St., N. Y. **Joe E. Blanks** has been named N. Y. district service engineer with headquarters at N. Y. parts depot.

Miratel Inc., St. Paul, Minn., has announced new tv monitor line. Miratel K58 series of monitors is designed for service in closed-circuit tv installations for educational, broadcast and industrial fields. New models feature 8 megacycle video band-width for better than 600 line resolution, stable vertical hold circuitry for industrial cameras, 90 degree aluminized picture tubes on all models, compact cabinet design for space saving installations. Price: 14″, $215; 17″, $219, and 21″ at $259.

RCA reports it has been awarded $1.4 million contract to develop automatic air-ground communications system to cut air traffic delays and help solve problem of mid-air collisions. Contract calls for production of experimental equipment capable of obtaining flight information by electronic means from up to 500 aircraft in two minutes, said to be 25 to 50 times present voice-channel capacity.

Magnavox Co., Fort Wayne, Ind., has announced formation of new subsidiary, Magnavox-Astro-Physics Labs. Inc. to meet "future defense needs in fields of missile and space technology." Lab will be at Rochester, N. Y., headed by Col. James W. Anderson Jr. (USAF-ret.).

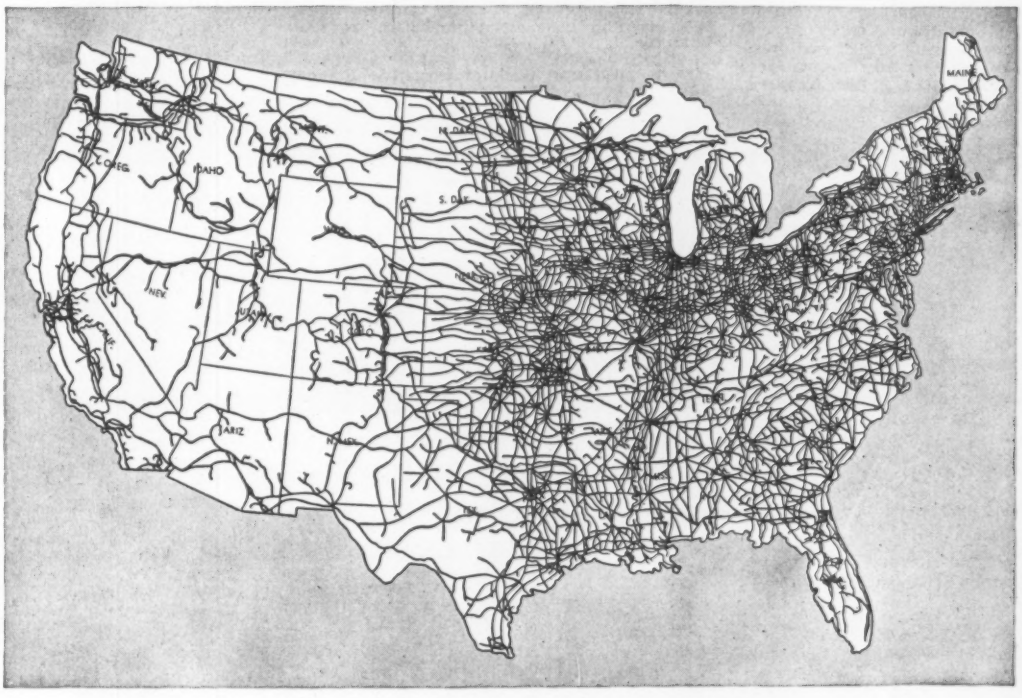
Lavoie Laboratories, Morganville, N. J., will display four major products at August Wescon Show, Los Angeles: new Oscilloscope LA 260, Electronic Counter, LA 80, Robotester LA 302 and VHF Frequency Meter LA 70.

General Instrument Corp., Newark, N. J., "held the line" in earnings in first fiscal quarter (ended May 31) through contributions by newly-acquired Radio Receptor subsidiary and rising semi-conductor sales. Sales for three months totalled $8,679,027 as compared with $7,042,565 for same quarter of last year.

Lambda-Pacific Engineering Inc., Van Nuys, Calif., announces compact general-purpose microwave relay system test set. Unit is three instruments in one, combining signal generator, frequency meter and power meter for testing transmitters and receivers operating in frequency range of 5825 to 7725 mc. Designated Model 7100 test set measures power output, microwave frequency, receiver sensitivity and receiver response. Unit has ⅓-watt output and can be used as transmitter. Size: 19½″ x 11″ x 14″ high. Weight: 53 pounds. Price: $1,550.

Magnecord Div. of Midwestern Instruments Inc., Tulsa, Okla., announces improved DSD magnetic heads for use in all new tape recorder models, including Magnecordette Stereo. Metal in construction, heads are designed to "telemetering and instrumentation specifications." Among claimed advantages: extended life for both heads and tape; greater precision of alignment, and highly stable frequency response for uniformity of performance. Heads will be used in forthcoming new Model 728 as well as in Magnecordette Stereo for professional recording studios and home recording fans.

H. H. Scott Inc. (high fidelity components), Maynard, Mass., announces completion of new 32,000 square-ft. plant in Maynard for manufacturing and fabrication of electronic equipment.



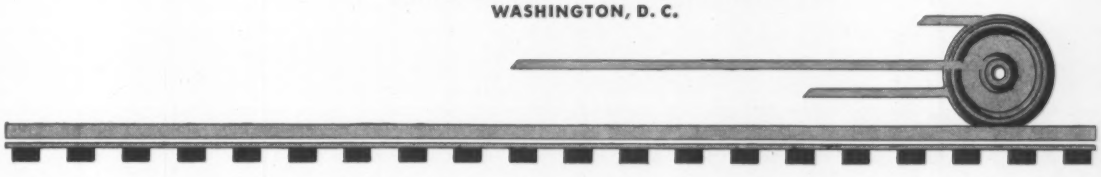
EVERYBODY'S MAIL GOES BY RAIL

Yes we know that some mail moves by other forms of transportation.

But every community in the United States — from the smallest hamlet to the City of New York — is served by railway mail service. The vast majority of cities and towns receive their mail by railroads direct — the others are served by railroads in combination with other forms of transportation.

In the nearly 3,000 counties served directly by railroads live over 99 per cent of our entire population; in the few counties without railroads, less than one per cent. The few counties without railroads *use and benefit* from railroad mail service because, excepting local pick-up and delivery, most of their non-local letters and packages also travel by rail. Thus, in reality, *every community and every person in the United States uses and benefits from railway mail service.*

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON, D. C.



PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

JOHN McDERMOTT, Vance Fawcett Assoc., Honolulu, T.H., elected president of Advertising Agency Association of Hawaii. Other officers: **PETER RADNER,** Vance Fawcett Assoc., vice president; **JANE DONOVAN,** Millici Adv. Agency, secretary, and **ROBERT O. KELSEY,** Millici, treasurer.

PERRY L. BRAND, formerly vice president, chairman of plans board and account executive at Campbell-Mithun Inc., Chicago, to Clinton E. Frank Inc., Chicago, as vice president and account supervisor.

THOMAS A. McAVITY, v.p., in charge of tv-radio programming division, McCann-Erickson, N.Y., named chairman of advertising and publishing divisions of USO Fund of New York for 1958 campaign seeking to raise $1.6 million in New York city.

T. R. RICE, formerly assistant national ad manager in radio-tv for Borden Co., elevated to national ad manager. **EDWARD J. PEGUILLAN** to assistant national ad manager. **LYLE SMITH,** assistant national ad manager, to coordinate milk and ice cream.

ARNOLD GRAHAM, v.p. and account supervisor on Blatz Brewing Co. at Kenyon & Eckhardt Inc., Chicago, announces resignation. He will announce future plans at later date.

MR. LOUIS

JOHN J. LOUIS JR., formerly with Needham, Louis & Brorby Inc., Chicago, as account executive, joins S. C. Johnson & Son, Racine, Wis., as international advertising and public relations director.

MORRIS KINNAN, radio-tv staff of Needham, Louis & Brorby Inc., Chicago, transferred to N.Y. office as radio-tv production supervisor, succeeding **ROBERT SALTER,** resigned.

MR. KINNAN

RAINER ESSLEN, account executive in public relations department of Ketchum, MacLeod & Grove Inc., transferred from Pittsburgh to N.Y. office.

JOHN S. KIRWAN, previously with WHAS-TV Louisville, Ky., and presently radio-tv director of Bruce B. Brewer & Co., Kansas City, Mo., becomes agency partner.

ROBERT J. SMITH, recently graduated from Drake U., Des Moines, Iowa, to copy staff of W. B. Doner & Co., Chicago.

ROBERT DOOLITTLE, formerly with Campbell-Mithun, Minneapolis, to Honig-Cooper, Harrington & Miner, L.A.

FILM

LAWRENCE L. GOLDWASSER, formerly with J. Walter Thompson Co., to Elliot, Unger & Elliot, N.Y., tv film commercial producers, as staff producer.

JACK H. SILVERMAN, account executive, Caravel Films, N.Y., to UPA Pictures Inc., N.Y., in similar capacity.

HARRY GOLDSTEIN, coordinator of New York campaigns, United Artists Corp., promoted to assistant advertising manager.

MARCELLA NAPP, formerly with CBS and RKO, signs as casting director for Anso Productions, L.A.

NETWORKS

MR. KEATING

JOSEPH F. KEATING and **JAMES F. SIMONS** appointed program director of Mutual and director of network midwest operations, respectively. Mr. Keating has been executive producer since 1956, joining Mutual in 1946 and serving as commercial program supervisor, production manager and director of operations. He replaces **HAL WAGNER,** resigned. Mr. Simons was account executive for John Blair & Co., Chicago, station representative, from 1955 until he joined Mutual.

MR. SIMONS

SID MESIBOV, ABC-TV director of exploitation and special projects, given additional responsibilities as coordinator of marketing activities between ABC-TV and ABC Merchandising Inc., marketing department of American Broadcasting-Paramount Theatres Inc., parent company. Mr. Mesibov will work on licensing of network's personalities and programs to manufacturers and premium distributors.

JAMES W. MONAHAN, account executive, California National Productions, to CBS Television Film Sales, N.Y., as an account executive.

CHET YOUNG, salesman with CBS for past eight years, and **MARSHALL KEELING,** formerly account executive with Paul H. Raymer Co., N.Y., station representative, appointed to NBC sales staff.

REGINALD ROSE, Emmy-winning playwright, signed to write special hour-and-a-half drama for CBS's *Playhouse 90* upcoming season. Mr. Rose, awarded Emmy for "Twelve Angry Men," will also give network first consideration in purchase of all his original tv plays written during next year.

GO 'BIG JOE'

Spreading joy throughout the land (or at least the New York area) has marked the history of *Big Joe's Happiness Exchange*, an all-night d.j. talkathon beginning at its eighth station, WABC New York, August 3.

Big Joe Rosenfield Jr., who "spreads optimism, good will and charity" among New York's underprivileged by soliciting help from his listeners, premiered on WOR New York 11 years ago. He left WOR in 1950 for WMCA New York. He then went to WHOM, WINS and WEVD, all New York. Before joining WMGM New York in 1954, he even crossed the Hudson River to originate from WVNJ Newark, N.J. *Happiness Exchange* replaces the *Herb Jeffreys Show*, Mr. Jeffreys remaining on the WABC announcing staff.

MR. CHESTER

GIRAUD CHESTER and **ARMAND GRANT** named v.p. in charge of daytime programming for ABC-TV and director of daytime programming, respectively [See AT DEADLINE, July 21]. Mr. Chester resigned as director of new program development for Ted Bates & Co., N.Y., to accept new post. Mr. Grant has served as executive producer for ABC-TV daytime programming since 1957.

MR. GRANT

BILL BURCH, formerly with Ralph Edwards and Tennessee Ernie Ford as producer and writer, to produce NBC's *The George Gobel Show* for 1958-59 season.

PERRY LAFFERTY and **NORMAN JEWISON** named producer and director, respectively, of *Your Hit Parade* debuting on CBS in October. Mr. Lafferty most recently was director of CBS's musical quiz, *Name That Tune*. Mr. Jewison comes from CBC-TV in Toronto where he directed several musical and variety shows.

HENRY GREENBERG and **MALVIN WALD** have been engaged to write script for "Mother Goose" musical in *Shirley Temple's Storybook* series on NBC-TV Dec. 21.

FRANK A. ARNOLD, 91, director of development for NBC from 1926-32, died July 16 at a nursing home in Roslyn, Pa.

STATIONS

C. WREDE PETERSMEYER, chairman of executive committee of Gulf Television Corp. and head of J. H. Whitney-owned Corinthian Broadcasting Corp., assumes presidency of KGUL-TV Houston, Tex., succeeding **PAUL K. TAFT,** resigned, who will continue as director of corporation. Named acting general manager until permanent replacement is made was **JAMES C. RICHDALE JR.,** v.p. and general manager of Corinthian-owned KOTV (TV) Tulsa, Okla. Mr. Richdale will serve both stations.

RICHARD A. MOORE, president and general manager of KTTV (TV) Los Angeles, accepts chairmanship of tv committee of local Community Chest Campaign.

ARNOLD KAUFMAN, v.p. of RKO Teleradio Pictures Inc., N.Y., elected operator trustee of welfare trust fund of American Guild of Variety Artists.

ROBERT BURRIS, sales manager of KEYT (TV)

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"Here's the key to the car, Son . . . but don't forget, responsibilities go with it."

"As a new driver, remember you have some mighty important obligations. Your own safety—the security of others—your family's peace of mind—all of these depend on your care, your caution, your courtesy when behind the wheel."

MOST parents spend some anxious hours when their teen-agers first begin to drive—and with very good reason.

For statistics tell us that it is in the 15-to-19 age group—the ages at which most young people usually start driving—that accident fatalities are at their peak.

One of the first things that should be impressed on young people is the power and speed of today's cars.

If this power is misused—if the driver "steps on it" for a thrill—he is asking for an accident. But if he learns to respect power and the necessity for keeping it under control, he will be a safer, more skillful motorist.

In addition, young drivers need to become thoroughly familiar with the rules of the road, and learn the importance of constant attention to driving. The driver whose attention is diverted can lose control of his car before he realizes it.

Young drivers—especially those who take courses offered in many high schools—make far better drivers than others taught by less competent teachers.

If your school does not give safe driving courses, ask your police department where to get competent instruction.

Last year thirty-eight thousand Americans died in traffic accidents and well over a million were injured. We can reduce this toll if all drivers—young and old—will drive at all times with care, caution, and courtesy.

COPYRIGHT 1958—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

Santa Barbara, Calif., appointed v.p. in charge of sales. He will continue to manage national and local sales.

MR. GLASER

JERRY GLASER, formerly promotion manager and account executive of WALC Nashville, Tenn., appointed general manager of WENO Madison, Tenn.

MR. PYLE

K. W. PYLE, responsible for original installation of WIBW Topeka, Kan., WHBL Sheboygan, Wis., and KFBI Wichita, Kan., named general manager of KSIR Wichita, scheduled to commence operations Aug. 1. Mr. Pyle started his radio career in 1924.

BOB BROWN, formerly of WBEL Beloit, Wis., named manager of KMAQ Maquoketa, Iowa. **ROY SHIELDS,** formerly with KFMA Davenport, Iowa, appointed chief engineer of KMAQ.

ROBERT F. NIMS, regional manager of RAB's member service, becomes commercial manager at WNEB Worcester, Mass., succeeding **JAMES M. McCANN,** going to WKBR Manchester, N.H., and Granite State Network as commercial manager.

MR. KEINER

JACK KEINER, formerly with Edward Petry & Co., N.Y., station representative, appointed station manager of KFMB San Diego, Calif. Prior to joining Petry Co., Mr. Keiner was radio and tv director at Allen & Reynolds, Omaha agency.

EUGENE P. CORRIGAN JR., former manager of WTAL Tallahassee, Fla., to WSAV-TV Savannah, Ga., as commercial manager.

EDMUND SCOTT, formerly reporter-director for CBS-TV's *See It Now,* to WNTA-AM-FM-TV Newark, N.J., as manager of press relations.

MR. MORRISON

MR. STRACHOTA

MR. KAPLAN

DICK MORRISON, former sales manager WNOE New Orleans, appointed general sales manager of KBOX Dallas, Tex. Other appointments and promotions in Balaban stations are **BERNIE STRACHOTA,** formerly city sales manager of The Miller Brewing Co., Milwaukee, to WRIT Milwaukee as general sales manager; **STANLEY N. KAPLAN,** former sales manager of WIL St. Louis, to assistant to v.p., Balaban Stations, at WIL; **WILLIAM McKIBBEN,** formerly commercial manager WDEL Wilmington, Del., to assistant to v.p., WIL, and **ROBERT (COFFEEHEAD) LARSEN** to assistant to general manager, WRIT. Also, **ALLENE BIGGS** to administrative assistant WIL; **HARRIET BAKER** to administrative assistant KBOX; **ROB ROBBINS** to program director KBOX; **MORGAN PITCHER JR.,** to controller WIL; **JOHN C. BUTLER** to account executive KBOX, and **RUDOLPH NELSON JR.** to account executive WRIT.

MR. McKIBBEN

MR. LARSEN

DAVID SCHWARTZ, CBS promotion department, L. A., to KDAY Santa Monica, Calif., as account executive.

BOB FILLMORE, formerly with WBUF Buffalo, N. Y. as promotion manager, to WRCV Philadelphia, as manager of advertising, promotion and publicity.

OSCAR GILDEMANN, formerly with KTMS Santa Barbara, Calif., to WCVA Culpeper, Va., as chief engineer.

JAMES R. CORYELL JR., formerly advertising manager of Fincher Oldsmobile, Miami, named senior account executive for WMET Miami Beach, Fla. Additions to WMET sales staff are **JACK VINIK** and **DIANE WAGNER.** Also, **ROBERT M. BYRON** named program director. Mr. Byron was formerly with WGBS Miami and WKAT Miami Beach.

ERNEST DADE, formerly sales coordinator at KETV (TV) Omaha, Neb., rejoins KTVH Hutchinson (Wichita), Kans., as promotion manager.

WILLIAM TUBBS, formerly with Zachman & Lucas, Kansas City, Mo., public relations firm, to KTVH (TV) Hutchinson, Kan., as merchandising manager.

ROBERT D. WILLIS, publicity director at WHTN-AM-FM-TV Huntington, W.Va., promoted to promotion and publicity manager. **DAVID H. MARCUM,** formerly account executive, elevated to merchandising and sales promotion manager.

WM. OLIVER GRIEVE, formerly with KVAR (TV) Mesa, Ariz., to KOOL-TV Phoenix, Ariz., as transmitter engineer.

CHARLES D. JORDAN JR. appointed promotion director WDVA Danville, Va., succeeding **JEFF WAUGH,** named continuity director.

BOB HILL appointed news director of WNAX Yankton, S.D.

HAMPTON DUNN, former managing editor of *Tampa Times,* appointed political editor and analyst of WCKT (TV) Miami, Fla.

RAY WHITING JR., formerly promotion department artist for *Omaha World-Herald,* joins WOW-AM-TV Omaha as art director.

BILL DIFFEE named program director of WFNS-AM-FM Burlington, N.C. **OLIN CAMPBELL,** formerly with WFNS to WFTC Kinston, N.C.

MR. NORINS

LESLIE H. NORINS, account executive with Television Programs of America in N. Y. and formerly local sales manager of KTTV (TV) Los Angeles, appointed sales manager of KABC Los Angeles, succeeding **ROY CORDELL,** resigned.

AL PRYOR, merchandising manager for KTTV (TV) Los Angeles in promotion department, promoted to sales development manager.

GENE GRUBB, account executive at KOA Denver, to KVOD Denver as local sales manager.

ROBERT GREEN, director of local sales for KUAM-AM-TV Agana, Guam, elevated to administrative assistant to resident manager.

MR. HUNTER

LEW HUNTER, formerly sales manager of KFBI Wichita, Kan., moves to KLZ Denver, Colo., in same capacity.

JAMES J. FLYNN, acting chief accountant, WPIX (TV) New York for past six months, named chief accountant.

RICHARD E. BATES appointed director of national sales for WGAN-TV Portland, Me., and **ROBERT W. JENNINGS** named local sales manager. Additions to WGAN are **ROBERT SARACEN,** sales staff and **LARRY WESTCOTT,** announcer.

FRANK OXARART JR., KNX Los Angeles, named sales promotion assistant in charge of research and presentations in sales service department, replacing **CRAIG JENNINGS,** appointed sales service manager.

HARRY WILBER, formerly advertising and promotion director of WBBM Chicago, to sales staff of WLS Chicago.

SEYMOUR (ANDY) ANDREWS, formerly with KLAC Los Angeles, joins KHJ Los Angeles sales staff.

JACK O. SALING, formerly member of sales and announcing staffs at KBES-TV Medford, Ore., to KGW-TV Portland Ore., as member of sales staff.

MICHAEL LUCKOFF, recently graduated from U. of Michigan, joins WJBK Detroit, Mich., sales staff.

PAUL F. DECHANT, formerly station manager of WMIL Milwaukee, to sales staff of WTMJ Milwaukee.

TONY MARVIN, radio and tv personality associated with many of Arthur Godfrey's programs on CBS, signed to conduct *Tony Marvin Show* on WABC New York.

J. P. McCARTHY, formerly personality with KFAR Fairbanks, Alaska, joins WJR Detroit as m.c. of *Music Hall* program, replacing **MARTY McNEELY,** resigned.

NOEL HACKWORTH, formerly with KBUC Corona, Calif., to KFOX Long Beach, Calif., as announcer, replacing **WALT ABBOTT,** resigned. **NED COSTA,** former merchandising director and account executive for KALI Pasadena, Calif., to KFOX sales staff.

ALAN F. BEACH, formerly script supervisor for KHJ-TV Los Angeles, to KNEZ Lompoc, Calif., as staff announcer.

MIKE PORTER rejoins WJBW New Orleans as d.j.

OWEN SPANN, formerly disc jockey with WBT Charlotte, N.C., to WINS New York in same capacity.

NOW! FROM WHBF-TV IN THE QUAD-CITIES . . .
NEW 1000 FT. TOWER
BIG 100 KW POWER
EXPANDED REGIONAL COVERAGE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
bring a new era of television to prosperous Western Illinois and Eastern Iowa
WHBF-TV
CBS FOR THE QUAD-CITIES
REPRESENTED BY AVERY-KNODEL

ELECTION of officers and directors of Prairie Television Inc.'s WTVP (TV) Decatur, Ill., sold by W. L. Shellabarger and others to business group and approved by FCC in late May [CHANGING HANDS, June 2] took place July 1 at Decatur Country Club. (L to r) George W. Diefenderfer, stockholder; W. Clarke Swanson, Swanson Frozen Foods, Div. of Campbell Soup Co., director; Phil Harris, movie-tv personality present as guest; George A. Bolas, media director of Tatham-Laird Inc., Chicago, president; Ken K. West, general manager, vice president, and David A. Preston, stockholder. Officers and directors not pictured are Robert T. Mahar, member of Chicago law firm of Osborne, Scheib, Hogan & Mayer, treasurer; W. J. McEdwards, NBC Central Div. tv network sales, secretary; Philip Zimmerly, Champaign (Ill.) attorney, and Arthur E. Tatham, board chairman, Tatham-Laird Inc., elected directors.

CHARLIE ST. JOHN, radio-tv personality, to KOTV (TV) Tulsa, Okla., as staff announcer.

DANA MARBLE, staff announcer for KTTV (TV) Los Angeles since 1952, expects his first book, *Sail Into Silence,* to be published in August.

WILLIAM P. GILLIN, 51, former manager of KTLN Denver, Colo., died July 17 in Denver General Hospital after a short illness.

REPRESENTATIVES

DOUGLAS BROWN promoted to sales manager of Forjoe & Co., N.Y., station representative. Other appointments include **EDWARD ARGOW,** formerly associate media broadcast buyer, Dancer-Fitzgerald-Sample, to senior sales executive, and **ROBERT A. LAZAR,** manager Chicago sales office of WBEE Harvey, Ill., to general manager of Chicago midwest sales division.

KENNETH SIKORSKI, formerly with WWGA Tifton, Ga., joins tv sales staff, The Katz Agency, in Dallas office.

PROGRAM SERVICES

ROGER L. THAXTER, 44, v.p. in charge of sales for Magno-Tronics Inc., New York, background music company, died July 17 in Greenwich (Conn.) Hospital after long illness.

PROFESSIONAL SERVICES

ROBERT B. ELVERMAN, manager of Memphis edition of *TV Guide,* named manager of St. Louis edition, succeeding **EDWARD L. STEIN,** transferred to national advertising sales staff in N.Y. **CHARLES J. CONNELLY,** St. Louis edition staff member, becomes head of Memphis edition. Mr. Elverman was formerly director of advertising and promotion for WAVE-AM-TV Louisville, Ky.

RICHARD HILDRETH, former legal officer in U.S. Coast Guard, to Spearman and Roberson, Washington communications law firm, as associate.

PAUL H. CHAPMAN CO., media brokers, moving N.Y. office to 1270 Avenue of Americas August 1. Associates **RALPH B. HUNTER** and **HENRY S. HOVLAND,** formerly with WHO-AM-TV Des Moines, Iowa, are assigned to N.Y. office.

RAYMOND R. COFFEY, manager of Springfield, Ill., bureau of United Press International, to Illinois state editor succeeding **SHELDON GARBER,** resigned to join U. of Chicago in administrative post.

GOVERNMENT

COL. WILLIAM WESTLAKE, executive secretary of Air Force Reserve Policy Committee, resigns effective July 31. Col. Westlake was newscaster for KYW Cleveland in '20s when station was located in Chicago. During two decades as newsmen in Chicago, worked for *Herald-Examiner* and *Daily Examiner.* During World War II, was in charge of air force public relations.

MANUFACTURING

MR. THEODORE

CHARLES THEODORE, previously chief sales engineer and assistant chief engineer for Ling Electronics Inc., Culver City, Calif., elected v.p. in charge for sales.

WARREN F. MORGAN, v.p. in charge of customer relations for Federal Electric Corp., Paramus, N.J., appointed v.p. in charge of marketing for company, unit of IT&T.

THOMAS J. NICHOLSON, formerly with General Electric as high fidelity sales manager, joins Ampex Audio Inc., Sunnyvale, Calif., as western zone manager.

BOB DAY, former announcer and producer at KGO-TV San Francisco, joins Ampex Corp. as assistant manager, video products advertising.

TRADE ASSNS.

SEYMOUR HELLER, partner in personal management firm of Gabbe, Lutz, Heller & Loeb, elected president of Conference of Personal Managers West. Mr. Heller succeeds **BILL LOEB,** who served for two years. Members voted to executive board were **RED DOFF,** first v.p.; **EDDIE RIO,** second v.p.; **GEORGE GREIF,** secretary, and **MANNY FRANK,** treasurer.

INTERNATIONAL

ROBERT C. ELVIN, v.p. of E. W. Reynolds Ltd., Toronto, Ont., advertising agency, to same post at McKim Adv. Ltd., Toronto.

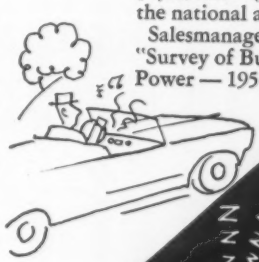
IRA DILWORTH, director of English-language networks in Ontario for Canadian Broadcasting Corp., Toronto, appointed director of program evaluation of CBC. **H. G. WALKER,** assistant director of English-language Ontario networks, succeeds Mr. Dilworth. **JACK C. McCABE,** assistant supervisor of outside broadcasts of CBC, Toronto, to sports director of CBC for radio and television.

The Sound of Quality

DAY and

In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture



NIGHT

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

WBBC Promotes Driver Courtesy With Awards for Pledge Holders

A public service campaign for courteous driving that also brings in extra revenue to the station and attracts listeners with cash awards, has been inaugurated by WBBC Flint, Mich. The station's "Win By Being Courteous" project, jointly sponsored with 30 advertisers, stresses that automobile accidents can be reduced if drivers will heed normal off-the-road courtesy habits.

WBBC distributes courtesy pledge cards and windshield stickers through the participating sponsors who display large promotion posters. Listeners send their signed pledge cards to the station to become eligible for cash awards varying from $10 to $100 each day. One pledger is called each day and is asked to tell one courtesty practice that he uses. More than 5,000 pledges have been received thus far, WBBC reports.

Because of this campaign, which is sold almost entirely by telephone, the station reports a revenue increase of $5,000 for July and August. The sponsors receive two 60-second spots per week with the only restriction that they be tagged with a statement that "this is an official courtesy crusade sponsor." His place of business also is tagged onto the station's own promotional spots. The station supplies all the necessary promotional materials. Though its actual effectiveness cannot be measured, the campaign has been praised by police and traffic safety officials, announced WBBC.

MINITAPE*

. . . a fully transistorized, battery-operated, portable tape recorder of network recording quality.

AMAZING OPERATING EFFICIENCY . . . No other recorder can do the job of Minitape. Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Minitape weighs only 13 pounds and equals the finest AC-operated units in recording quality.

- Automatic volume control by transistor amplifiers holds constant full recording level from lip distance to 10 ft.
- Flat frequency response to 10,000 cycles at 7½ ips.
- 2 hours continuous recording on one charge. Lifetime nickel cadmium battery.

Write for prices and specifications

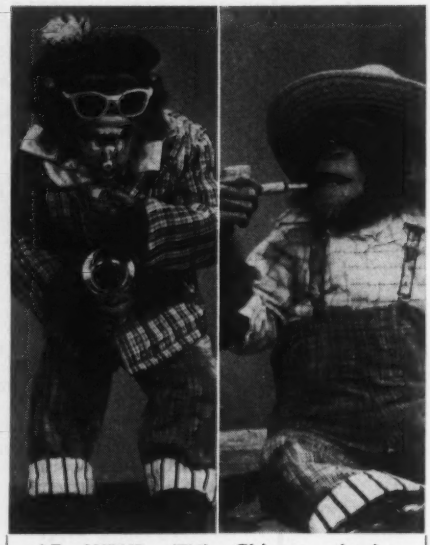
*trademark registered

Cable Address: STANHOFF

STANCIL-HOFFMAN

921 N. Highland Avenue

Hollywood 38, California



AT WBKB (TV) Chicago they've brought in a chimp to do a man size job. Chatter appears in live 10-second spots to promote ABC-TV programs as well as local shows. Sample: as a teenager dancing with a chimpanzee doll, "Say, beautiful, do you think we have a chance to win the dance contest on *American Bandstand* this afternoon at 3?"

WAYE Inaugurates Music Guide

WAYE Baltimore, which programs 95% of its music from long playing records, reports it is printing a monthly guide for listeners to identify recordings heard on the station. Titled *The Record,* the publication lists the name, artist and manufacturer's label of each album played. The first issue, which gives August listings, is a part of the station's third anniversary celebration.

Wanted: A Polar Bear for KOOL

KOOL Phoenix, Ariz., is searching for a polar bear to live in that city, where temperatures in recent weeks have reached as high as 115 degrees, to prove that it's KOOL in Phoenix. Arrangements have been made with the Phoenix Zoological Gardens to house the bear in a glassed-in, refrigerated room complete with a swimming pool. Listeners have been asked to call in if they know where one can be bought.

WABC Gives Marketing Advice

WABC New York has begun a new public service segment, titled *Today's Best Buys,* which provides marketing tips for housewives. The segment, presented in cooperation with the New York City Bureau of Markets, is carried every hour on the half-hour from 6 a.m. until 5:30 p.m. daily.

Magazine Format Offers Variety

WSUN-TV St. Petersburg, Fla., is aiming its Saturday afternoon programming for the casual summer viewer who picks his entertainment much in the manner of a magazine reader. Titled *Americana,* the new three-hour series covers a variety of topics in six divisions—men, the arts, women, sports, travel and potpourri. The live and filmed content has included an informal interview with a psychiatrist, a picture story on Jamaica with songs by Harry Belafonte, golf demonstrations, little theatre members in live "bits," a history of jazz and a local newspaperman who had witnessed the strife in Cuba. Jay Black is host for *Americana.*

KMTV (TV) Boosts Tv Promotion, Cuts Papers in Rating Weeks

The value of increasing newspaper lineage to boost a station's audience during rating week is "vastly overrated," Owen Saddler, executive vice president and general manager of KMTV (TV) Omaha, declared in announcing results of an experiment undertaken by the station.

Mr. Saddler reported that for some time he had questioned "the actual value" of increased newspaper ad lineage for building an audience during rating week. His theory was that tv promotion was its "own best sales tool." Accordingly during the last American Research Bureau rating week in Omaha (May 12-May 18), he cut out all special rating week newspaper ads and stepped up on-the-air promotion.

The results, Mr. Saddler continued, collaborated with his thinking. During the week of May 12-18, ARB ratings showed that KMTV (TV) increased its overall share of audience in almost 90% of its program hours, according to Mr. Saddler. In the 6 p.m.-midnight hours, KMTV (TV) jumped from a 33.4 to a 35.6. Mr. Saddler commented: "In the future, KMTV (TV) plans to devote more time to improve our own audience promotion for creating our own additional audience."

Hike Contest Marks Milestone

KFJI Klamath Falls, Ore., embarked on a series of contests and sales promotions during July in celebration of the station's 35th anniversary July 19. Listeners were awarded prizes for the closest guesses to the actual time of 21 hours and five minutes it took d.j. Dan Dillon to hike the 63-mile stretch from Crater Lake, Ore., to Klamath Falls. D.j. Larry Jones is attempting to set a record for continuous broadcasting with prizes being offered again for closest approximations. Other promotions include 35 mystery tunes and a hidden check that increases by $35 each day it is not found. Advertisers were offered an anniversary package of thirty-five 35-second spots and the promotion was a sellout, KFJI reports.

LOOT GETTING LARGER

It had to happen. They finally went and "gave away" a bridge on one of those tv quiz programs. On the new *Bid 'n' Buy* panel auction tv quiz (CBS-TV, Tues., 10-10:30 p.m.) sponsor Revlon Inc. challenged four contestants to bid for San Francisco's Golden Gate Bridge. The winner "owned" the bridge all day yesterday (July 20), also got the equivalent of tolls from all 10 gates during the period of Saturday midnight to midnight Sunday (expected to run to $7,500). That was no yokel who bought the Brooklyn Bridge. He was just practicing for the bigger span.

IN A WORD

The word for the day is "fantastic." Ziv Television Programs, New York, has hired six outside public relations organizations to promote its new series, *World of Giants,* which begins on CBS-TV on Oct. 1 (Wed. 8-8:30 p.m.). The campaign objectives are not only to publicize the show but also to popularize "Fantastic," meaning "off-beat," "unusual" and "out-of-this-world."

Prochnow Wins KBIG Island Trip

The first prize winner of a Hawaiian holiday for two in the "Mystery Sound" contest conducted by KBIG Santa Catalina, Calif., [PROGRAMS AND PROMOTIONS, June 30] excusively for Southern California advertising personnel was won by Ray Prochnow, vice president and Los Angeles manager of Glenn Adv.

Runner-up winners who identified the sound as a stock market ticker and who were chosen according to earliest postmark were: Gertrude Lieblich, copywriter, Burke Dowling Adams Inc., Phenix lounger chair with vibrator; Joel W. Stearns, media director, Milton Weinberg Adv., King O'Lawn power mower; Beverly Plotkin, media director, Carson-Roberts, weekend for two at Apple Valley Inn; Mary Kay Cain, media director, McCann-Erickson, weekend for two at Hesperia Inn, and Ruth Johnson, media director, Milton Carlson Co., weekend for two at Arrowhead Springs Hotel. Gift boxes of perfume were sent as consolation prizes to 15 other contestants who also named the sound.

'Ladies Fair' Gets Heavy Mail

Ladies Fair, which originates weekday mornings at KNXT (TV) Los Angeles for the Columbia Television Pacific Network, awarded prizes to the sender of the millionth piece of mail to the show. Program m.c. Tom Moore interviewed the El Monte, Calif., woman postcard writer on the July 10 show. Since *Ladies Fair* made its debut on KNXT and the network in January of this year, the program has netted more than 40,000 postcards from viewers each week.

30-Minute Fire-Fighting Film Being Offered by New Yorkers

A group of fire buffs associated with radio and television in New York have produced a color film on hazards of fire-fighting that was hailed last week by New York Fire Comr. Edward F. Cavanaugh Jr. during a preview showing. The 30-minute documentary, titled *F.D.N.Y.,* was produced in cooperation with various firemen groups by Ted Green, radio-tv writer; Ira Marion, radio-tv writer-director, and Mel Allen, sports commentator, who served as narrator. The film was produced for about $2,800. It was estimated that it would have cost about $50,000 if produced commercially.

Mr. Green, who spearheaded the project, reported that a group of at least three other films will be produced on various phases of firefighting, and all will be made available for television showing and presentation before civic groups throughout the country. Information on prints is available from Walter Scherrin, c/o The Uniformed Firemen's Assn., 38 Park Row, New York.

WPEN Makes Cross-Country Pitch

In a case of "trying every angle," WPEN Philadelphia arrived at a cross-country sales promotion idea that landed a large account after all normal presentations had been made to the account's advertising manager. The ad manager left Philadelphia to make a trip through the West before making a decision on a WPEN saturation package plan.

Erv Rosner, WPEN sales manager learned the date that the prospect would be at a certain hotel in Denver and then proceeded to have the station's personalities cut a record to relay news from home and WPEN. Mr. Rosner sent the record to the hotel with instructions to have it and a record player in the accountman's room on his arrival. As planned, the record was played, and two weeks later the contract was signed, WPEN reports.

TTC Appoints Advisory Group

The board of directors of Transcontinent Television Corp., Rochester, N. Y., announces the formation of a Transcontinent Buffalo (N. Y.) Advisory Board, composed of nine prominent civic-minded men from the Buffalo area, which will meet periodically with Transcontinent's management and its WGR-TV Buffalo station manager. The board's purpose, TTC explains, is to advise management on policies directly affecting Transcontinent stations performance in the public interest. Similar boards are proposed for other Transcontinent stations' communities, the directors said.

Cat's Meow Brings Vicuna Coat

Having a choice of either a vicuna coat or a deep freeze, the winning lady of the KING Seattle, Wash., "Instant Prosperity Contest" decided on the coat. Listeners had been invited to enter KING's anti-recession contest with suggestions for bolstering the economy of the country. The winning entry read: "Instant prosperity precipitator, or, every cloud has a silver lining. Let it rain cat and dog licenses (tossed from airplanes)

GOING BACK TO SCHOOL WILL BE FUN WITH . . .

SESAC TRANSCRIBED LIBRARY

ON-THE-SCENE *reports of pig production progress at the WNCT (TV) Greenville, N. C., swine farm are made by Dick Stokes, station farm director, in daily telecasts. The family at right is part of 1,000 animals in WNCT pens.*

all over the state. Washington seems noted for raining cats and dogs anyway. With these free licenses, people would buy thousands of cats and dogs, leashes, pet food and flea powder . . . and dog houses. Really . . . this would be the cat's meow."

How to Keep Cool in July

More than 100 local and regional advertisers were entertained by WTRF-TV Wheeling, W. Va., at a "Christmas in July" party at Wheeling's Oglebay Park July 17. In keeping with the party theme the station provided a Christmas tree, yuletide music and gifts. Prizes in the golf tournament, held in conjunction with the party consisted of such wintery items as a toboggan, car robes, wool sweaters and red flannel underwear.

Sinatra Stint Goes 42 Hours

After receiving more than 1,000 affirmative replies to the question, "Would you like to hear a week of Frank Sinatra records?"—WAVZ New Haven, Conn., launched a Sinatra marathon under the guidance of d.j. Bob Garrity. Mr. Sinatra's voice was heard each night from 11 p.m. to 6 a.m., for a week's total of 42 hours.

WNCT (TV) Leads Pigs to Market

Diversification of operations is not only a good rule for farmers to follow but also applies to a tv station, as WNCT (TV) Greenville, N. C., is finding out with its successful swine farm venture.

WNCT has constructed and operates a model 60-sow farm designed to help Eastern North Carolina farmers increase their incomes through increased swine production. Daily telecasts, supervised by WNCT Farm Director Dick Stokes, demonstrate production methods for the operators of more than 85,000 farms in the station's viewing area.

The WNCT pig farm production cycle is kept in constant motion under a three-part system consisting of holding pens, maternity or farrowing pens and finishing-out pens. The station estimates annual production from approximately 1,000 animals will exceed 200,000 pounds. Farrowing pens are constructed to protect the young pigs and results of the first several litters show the national mortality rate of 30% will be reduced to as low as 5%, WNCT reports.

Marketing the pigs is no problem for either the station or for other raisers in the area WNCT explains, because a meat packing plant, capable of handling 250,000 swine annually, is located in nearby Wilson, N. C.

With the pig project successfully underway, station officials have decided to extend their diversification program to encourage farmer interest in poultry raising. Construction of the poultry farm will start soon, the station announces.

WLCS Re-Claims 'Talker Title'

Claim to the title of "World's Champion Chatterer" again rests in Louisiana, according to WLCS Baton Rouge, because changes were made in other contests. The station asserts that Joan Brechtel, who talked continuously for 26 hours and one minute for WLCS in 1957 did not use any stimulants to stay awake and kept talking while eating and drinking. A Fayetteville, N. C., contest allowed a rest period each hour, WLCS claims. However, Miss Brechtel in June decided to out-talk her competitors again under her original rigid rules. WLCS officials report that the latest talkathon, originating at a car dealer's showroom, was terminated at the speaker's request after 56 hours and three minutes. Her word count was estimated at 537,780, WLCS reports.

WMBD-AM-TV Attracts Shoppers

WMBD-AM-TV Peoria, Ill., supported that city's merchant-sponsored sales promotion event, "Downtown Vacation Fiesta," by broadcasting from a downtown intersection to provide live coverage for the two-day campaign. The stations constructed an outdoor stage with remote radio-tv facilities to entertain the shoppers and to invite home-viewers to "come downtown and join the festivities." Twenty-five WMBD radio and tv programs originated from the downtown "fiesta studio" and the WMBD orchestra provided nearly four hours of music.

WLIB Covers Nkrumah's Tour

WLIB New York, which programs largely to the Negro audience, assigned its roving staff reporter, Howard Sanders, to cover the U. S. tour of Dr. Kwame Nkrumah, prime minister of Ghana (Africa), starting last Wednesday (July 23). Mr. Sanders was scheduled to remain with the prime minister during his 10-day stay, report highlights of the tour and arrange for coverage of special broadcasts of speeches from Washington, Philadelphia and New York.

Blair Reps Issue Two-Way Aid

A new aid for spot tv campaign planners has been circulated by Blair-Tv and Blair Television Assoc., tv station representatives. Called "Plans Board for Spot Television," the device features an insert card that is reversible for showing cost and rating information for a variety of schedules. One side treats two announcements per week —10, 20 or 60 seconds—in seven specific times during the day while projecting figures ranging from 21 markets through 100 with discount structures from 13 to 52 weeks. The reserve side shows same information for five announcements weekly.

IN THE RICH COLUMBUS, GEORGIA MARKET, WRBL-TV ALWAYS SHOWS . . .

SURVEY AFTER SURVEY SHOWS AUDIENCES PREFER WRBL-TV CHANNEL 4

LEADERSHIP!

April ARB reveals . . .

- Top 15 once-per-week shows. Average Rating . . . 51.4
- 24 out of 25 once-per-week shows
- 5 top multi-weekly shows
- 5 top syndicated film. Average Rating. . . . 39.2
- 5 top local live shows
- 5 top locally produced multi-weekly news shows

CHANNEL 4 WRBL-TV

COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

STABBER NABBED • KTLN Denver, Colo., was credited by local police for the capture of a 17-year-old youth who stabbed a man. One of KTLN's mobile news units was getting details of the assault when Chief Engineer Norm Peterson saw the suspect run into a building. Reporter Bill Pierson notified police who captured the youth a few minutes later.

SUMMER FUN • KCMJ Palm Springs, Calif., is conducting a campaign designed to lure its listeners out of their air-conditioned domiciles and into the area's 100 degree "dry, healthy heat." The "Summer's Fun for Everyone" campaign emphasizes the desert's summer activities and concludes that Palm Springs has more to offer in the hot months than during "the season." A 13% increase in business was reported during the first week of the "Summer's Fun" campaign.

FLOOD FUNDS • Three Indiana stations pooled resources and talents to raise $800 for flood relief. A record hop, featuring recording artists flown into Marion, Ind., by American Airlines, attracted more than 2,500 persons. Acting as hosts for the affair were d.j.'s Jack Anderson, WBAT Marion; Bob Hardwick, WFBM Indianapolis, and Marv Hunter, WOWO Fort Wayne.

SAFETY BILLBOARD • WBTV (TV) Charlotte, N. C., has instituted an all-out program of highway safety promotion. The N. C. Highway Patrol has distributed to motorists 30,000 safety blotters, provided by the station. Billboards, painted in the likeness of an auto tag, carry the station's call letters, channel number and a "Drive Safely" message painted across the top.

TRAFFIC JAM • KRUX Phoenix, Ariz., news director Joe Patrick made one appeal for a mother and her nine children who had eaten only potatoes and dehyrdated milk for four days. In less than an hour a traffic jam of 25 automobiles was at her door, bringing individual contributions of groceries, including five gallons of fresh milk. A drug store dispatched a physician to treat the children, who were running temperatures and suffering a spasmodic cough, and a local clothing store made arrangements to fully clothe the family. A Teamsters' Union representative guaranteed the father local employment if he would return from his job-hunting expedition in California.

SAFE FOURTH • WMAZ-AM-TV Macon, Ga., in conjunction with Bibb County Sheriff James I. Wood, conducted an intensive traffic safety campaign for the long Fourth of July holiday weekend. Service stations distributed over 18,000 rear window stickers bearing the campaign slogan: "I Love Life, Yours and Mine. I Drive Safely." Sheriff Wood and WMAZ program and public relations coordinator Joe Andrews visited eight civic clubs, making each member a "Special Safety Ambassador." More than 150 radio and tv spots were aired to draw attention to highway safety. Note: no traffic deaths in the WMAZ coverage area.

LOST AND FOUND • WHB Kansas City, Mo., newsman Bob Robbin broadcast the description of a four-year-old boy who had been missing for several hours. A motorist listening to the news on WHB spotted him three minutes later.

SUPPORT WIDOW • WISN-AM-TV Milwaukee collected $3,300 to support the widow of a Milwaukee man who died in a heroic rescue attempt. The broadcast campaign lasted 10 days on the stations.

BLOOD DONORS • WMBD-TV Peoria, Ill., averted a crisis in the local Red Cross Blood Center when it promoted the collection of 300 pints of blood in 48 hours.

EXPENSIVE COCA-COLA • Radio Guardian, Trinidad, raised over $16,000 in its second Radio Auction. Money will be used by the Trinidad and Tobago Olympic Assoc. to send the Trinidad team to the British Empire Games at Cardiff, Wales. One case of Coca-Cola brought a bid of $500.

Lebanese troops guard ruins of Tripoli earthquake in which Adventist crews aided in relief task.

CALAMITY HOWLERS -- or OPTIMISTS?

Prophets of Doom, Calamity Howlers—that's what humorists used to call Seventh-day Adventists. It was because Adventists believed that Christ was coming soon and warned of the fearful things to precede that coming.

It doesn't seem so laughable any more.

1. Many statesmen, scientists, journalists, have far surpassed Adventists as "calamity howlers."

2. Adventists have come to be known as optimists. "A cheerful, happy people," one nationally known writer said.

Fact is, Adventists have *always* been optimists. The point of their teaching is not the destruction that will rage before Christ comes, but that He *will* come—to end such destruction, to establish peace. In our kind of world today, the fundamental optimism of Adventism is becoming clear.

Does belief in Christ's return distract one from earthly responsibilities? Not at all. Rather it has enabled Adventists to pursue their work of welfare, medical service, disaster relief, and preaching with the quiet assurance that ultimately all *will* be right with the world—that Christ is coming soon.

They work calmly, for the Bible says, "When men's hearts are failing them for fear, and for looking after those things which are coming on the earth . . . they shall see the Son of man coming with power and great glory. . . . Then look up, and lift up your heads; for your redemption draweth nigh."

For further information on any aspect of Adventist faith and practice, *write:*

Seventh-day Adventist Information Services

★

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

Station Authorizations, Applications

As Compiled by BROADCASTING

July 17 through July 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Cheboygan, Mich.—Midwestern Bcstg. Co., vhf ch. 4 (68-72 mc); ERP 21.3 kw visual, 11 kw aural; antenna height above average terrain 652 ft., above ground 340 ft. Estimated construction cost $88,406, first year operating cost $43,990, revenue $75,000. Post office address Paul Bunyan Bldg., Traverse City, Mich. Studio and transmitter location U. S. Rt. 23 East. Geographic coordinates 45° 38′ 58″ N. Lat., 84° 20′ 20″ W. Long. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Midwestern is operator of **WPBN-TV Traverse City**, of which this new station will be satellite. Announced July 23.

Toledo, Ohio—The Community Bcstg. Co., vhf ch. 11; ERP 316 kw visual, 189.6 kw, aural; antenna height above average terrain 1,000 ft., above ground, 1,034. P.O. address 709 Madison Ave. Legal counsel, Pierson, Ball & Dowd, Wash., D. C. Consulting engineer, A. D. Ring & Assoc. Grantee owns **WTOL Toledo**, is owned by **Frazier Reams**, 70%, and others. Announced July 23.

APPLICATION

Dallas, Tex.—Area Educational Television Foundation*, vhf ch. 13 (210-216 mc); ERP 57.2 kw visual, 28.6 kw aural; antenna height above average terrain 538 ft., above ground 590 ft. Estimated construction cost $316,960, first year operating cost $125,000, revenue none. P.O. address 1310 Davis Bldg., Dallas 2, Tex. Studio location Dallas, Tex. Trans. location Dallas, Tex. Geographic coordinates 32° 46′ 40″ N. Lat., 96° 45′ 29″ W. Long. Trans., ant. GE. Legal counsel Krieger & Jorgensen, Wash., D. C. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. **E. O. Cartwright**, chairman **Dallas Radio Commission**, is president. Announced July 21.

New Am Stations

APPLICATIONS

Concord, Calif.—Service Bcstg. Co., 1480 kc, 500 w D. P. O. address Box 591, Modesto, Calif. Estimated construction cost $46,450, first year operating cost $84,000, revenue $96,000. Owned by **Frank M. Helm**, 65%, **Donnelly C. Reeves**, 25%, and **A. Judson Sturtevant**, 10%. Mr. Helm has various business interests. Mr. Reeves is owner of **KAHI Auburn, Calif.**, and one-third owner of **KACY Port Hueneme, Calif.** Mr. Sturtevant is one-third owner of KACY and is sales manager of **KFIV Modesto, Calif.** Announced July 17.

Red Bluff, Calif.—Mount Lassen Radio & Television Bcstg. Co., 1360 kc, 500 w D. P. O. address Box 806, Red Bluff, Calif. Estimated construction cost $13,700, first year operating cost $28,000, revenue $54,000. Owners are **Edward T. Beck** and **Harry A. Shelby**, each 48%, and **Edward J. Allen**, 4%. Mr. Beck is Sgt. USAF. Mr. Shelby has been owner of **National Motorola Radio Communications Service** and chief engineer, **KBLF Red Bluff.** Mr. Allen is attorney. Announced July 18.

Newark, Del.—Herman Handloff 1260 kc, 500 w D. P. O. address 242 Dallam Rd., Newark, Del. Estimated construction cost $35,280, first year operation cost $45,000, revenue $50,000. **Mr. Handloff**, sole owner, has various business interests. Announced July 17.

Bibb City, Ga.—Bibb City Bcstg. Co. 850 kc, 500 w Unl. P. O. address 2112 5th St., South, Birmingham, Ala. Estimated construction cost $15,700, first year operating cost $30,000, revenue $40,000. **Dan M. Brennan**, sole owner, is announcer on **WVOK Birmingham, Ala.** Announced July 18.

Enterprise, Ore.—Wallowa Valley Bcstg. Co. (subsidiary of Pendleton Bcstg. Co. KUMA Pendleton) 1340 kc, 250 w Unl. P. O. address 1815 S. W. Emigrant St., Pendleton, Ore. Estimated construction cost $10,000, first year operating cost $35,000, revenue $40,000. Owners are **Theodore Smith**, 40%, and **C. O. Fisher, Nancy Fisher Harrison** and **Jane Fisher**, each 20%. C. O. Fisher owns 34% of **KUGN Eugene, Ore.**, and 25% of **KBZY Salem, Ore.** Nancy Harrison owns 34% of KUGN and 25% of KBZY. Jane Fisher owns 32% of KUGN and 25% of KBZY. Announced July 23.

Tazewell, Tenn.—Claiborne Bcstg. Co. 1430 kc, 500 w D. P. O. address 119 South 19th St., Middlesboro, Ky. Estimated construction cost $9,532, first year operating cost $18,500, revenue $25,500. Owners are **Hubert Turner, Floyd Turner** and **Calvin Smith**, each one-third. Messrs. Turner and Turner are in radio-tv sales and service. Mr. Smith is manager and announcer of **WMLF Pineville, Ky.** Announced July 18.

Houston, Tex.—Southern Radio Co. 1070 kc, 10 kw Unl. P. O. address 1050 Montecito Drive, Los Angeles, Calif. Estimated construction cost $139,198, first year operating cost $100,000, revenue $120,000. **Southern Radio** is owned by **Albert Zugsmith**, 56.4%, and **Frank Oxarart** and **John D. Feldman**, each 21.8%. Mr. Zugsmith owns 53% of **KRKD-AM-FM Los Angeles, Calif.**, 38% of **KOFY San Mateo, Calif.**, 25% of **KBMI Henderson, Nev.** Mr. Oxarart owns 19% of KRKD, 10% of KOFY, 25% of KBMI. Mr. Feldman owns 10% of KRKD, 25% of KBMI, 10% of KOFY. Announced July 23.

Cheyenne, Wyo.—Robert S. Pommer 1290 kc, 500 w D. P. O. address 70 25th Ave., San Francisco, Calif. Estimated construction cost $25,700, first year operating cost $36,000, revenue $47,000. **Mr. Pommer** is in paint contracting. Announced July 17.

New Fm Stations

APPLICATIONS

Phoenix, Ariz.—William P. Ledbetter 98.5 mc., 4.56 kw. P. O. address Box 593, Tolleson, Ariz. Estimated construction cost $10,435, first year operating cost $42,000, revenue $48,000. **Mr. Ledbetter** is announcer-engineer, **KMOP Tucson, Ariz.** Announced July 21.

Youngstown, Ohio—Mahoning Valley Bcstg. Corp. 93.3 mc, 19.44 kw. P. O. address 260 West Federal St., Youngstown 3, Ohio. Estimated con-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EAST COAST . . . . . .

FULLTIME
INDEPENDENT
$325,000

A choice property in semi-major market. Good real estate. Profits show good return on this investment. Some terms.

FULLTIME
NETWORK
$125,000

Just the right property for an owner manager. Real estate included plus some working capital with deal. Either all cash or well secured notes.

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Washington, D. C.	Cleveland	Chicago	Atlanta	Dallas	San Francisco
Wm. T. Stubblefield	Jackson B. (Jack) Maurer	Ray V. Hamilton	1515	Dewitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N.W.	2414 Terminal Tower	Tribune Tower	Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	TO 1-6727	DE 7-2754	JA 3-3431	RI 8-1175	EX 2-5671

struction cost $19,420, first year operating cost and revenue: no material change from present operation of **WBBW Youngstown.** Applicant owns **WBBW Youngstown.** Stockholders: **John Chespack Jr., Gene Trace** and **Anthony N. Ross,** each 31.9%, and **Theodore T. Macejko,** 4.3%. Announced July 22.

Midland, Tex.—Fm Associates, 92.3 mc, 1.76 kw. P. O. address 317 N. Colorado St., Midland, Tex. Estimated construction cost $13,000, first year operating cost $7,200, revenue $7,200. Owners are **Rudolph M. Rubin Jr., James R. Favors** and **William R. Mettler,** each 30% and **Wallace R. Jackson,** 10%. Mr. Rubin is in photo and hi-fi equipment. Mr. Favors is petroleum engineer. Mr. Jackson is in advertising. Mr. Mettler is chief engineer of **KRIG Odessa, Tex.** Announced July 23.

Ownership Changes

ACTION BY FCC

WLOS-AM-FM-TV Asheville, N. C.—Granted acquisition of positive control by **WTVJ Inc.,** through purchase of 35.2% interest from **Charles A., Henry J.,** and **Joe H. Britt, Julia L. Stamberger** and **Harold K. Bennett** for $277,940, thereby increasing WTVJ Inc.'s holdings to 72.1%. Transferee is licensee of tv station **WTVJ Miami.**

APPLICATIONS

KNLR North Little Rock, Ark.—Seeks transfer of control of licensee corp. **(Arkansas Valley Bcstg. Co.)** from **L. R. Luker,** et al., to Chester **H. Pierce,** for $70,000. Mr. Pierce, who will be sole owner, is manager of KNLR. Announced July 22.

WMBR-AM-FM Jacksonville, Fla.—Seeks assignment of license and SCA from **The Washington Post Co.** to **WMBR Inc.,** for $375,000. WMBR Inc. is owned by **WWDC Inc.** (Baltimore advertising executive **Joseph Katz,** majority owner, President **Ben Strouse,** minority owner.) Announced July 22.

KIPA Hilo, Hawaii—Seeks transfer of control of licensee corp. **(Big Island Bcstg. Co. Ltd.)** from **Bryson R. Gardner** to **Alan Harper Pollock** for $42,500. Mr. Pollock is station manager of KIPA. Announced July 17.

KZIN Coeur d'Alene, Idaho—Seeks assignment of license from **Robert L. Swartz** and **Arthur R. Hackelvie** d/b as **Radio Actives** to **William C. Rhodes, Vernon M. James** and **Fremont L. South** d/b as **Lakeside Bcstrs.,** for $75,000. Messrs. Rhodes and James, general partners will each own 40%; Mr. South, limited partner, will own 20%. Mr. Rhodes was station manager of **KNEW Spokane, Wash.** Mr. James was account executive of KNEW. Mr. South, formerly in insurance, is presently semi-retired.

KART Jerome, Idaho—Seeks assignment of license from **Northside Bcstrs. Inc.** to **K. Clark,** for $19,070. Mr. Clark has been manager of **KBAR Burley, Idaho.**

KRPL Moscow, Idaho—Seeks transfer of control of licensee corp. **(KRPL Inc.)** from **Roy Anderson** to **Gale L. Mix II,** for $42,096. Gale Mix has 11.4% of KRPL voting stock per purchase agreement on file. Announced July 17.

WGBF Evansville, Ind.—Seeks acquisition of positive control of licensee corp. **(On The Air Inc.)** by **Henry B. Walker,** et al., as family group, through retirement of stock by **Curtis Radiocasting Corp.,** for $24 per share to Class A stockholders. Announced July 21.

WFLR Dundee, N. Y.—Seeks assignment of license from **Thomas H. Shafer** and **Henry Valent,** d/b as **Finger Lakes Bcstg. Co.** to Henry Valent, tr as same firm for $6,000. Announced July 22.

KBST Big Spring, Tex.—Seeks assignment of license from **Big Spring Bcstg. Co.** to **Affiliated Newspapers Inc.,** for $100,000. Affiliated Newspapers is owned by **Houston Harte,** 45%, **Eva May Hanks** and **Bernard Hanks Estate,** each 22.5%, and **R. W. Whipkey,** 10%. Mr. Harte is vice president, director and 1 share holder of **KCTV-TV San Angelo, Tex.** Mr. Whipkey is 20% owner of KBST. Mr. Harte has various newspaper interest also. Eva May Hanks has various newspaper interests. Announced July 21.

KRGV-AM-TV Weslaco, Tex.—Seeks assignment of license from **KRGV Television Inc.** to **The LBJ Co.** Corporate change. No control change. Announced July 22.

Hearing Cases

FINAL DECISIONS

By decision, Commission granted application of **The Community Bcstg. Co.** for new tv station to operate on ch. 11 in **Toledo, Ohio,** and denied competing applications of **The Toledo Blade Co., Unity Corp. Inc., The Citizens Bcstg. Co., Maumee Valley Bcstg. Co., Great Lakes Bcstg. Co.,** and **Anthony Wayne Television Corp.;** also granted Community's petition to withdraw exceptions and dismissed as moot its petition to modify exceptions. Comr. John S. Cross not participating. Initial decision of Mar. 21, 1957, looked toward grant to Great Lakes Bcstg. Co. Announced July 23.

By decision, Commission granted application of **Midwestern Bcstg. Co.,** for new tv station to operate on ch. 4 in **Cheboygan, Mich.,** and denied competing application of **Straits Bcstg. Co.** Comrs. **Robert Bartley** and **Frederick Ford** dissented; Comr. Cross not participating. Initial decision of June 21, 1957, looked toward this action. Announced July 23.

INITIAL DECISIONS

Hearing Examiner Hugh B. Hutchison issued initial decision looking toward granting application of **Ottoway Stations Inc.,** to increase power of station **WDOS Oneonta, N. Y.,** from 500 w to 1 kw, continuing daytime operation on 730 kc; corrected transcript. Announced July 17.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of **Northside Bcstg. Co.** for new am station to operate on 1450 kc, 250 w, unl., in **Jeffersonville, Ind.,** and denying competing application of **Southeastern Indiana Bcstrs. Inc.,** with 100 w. Announced July 23.

OTHER ACTIONS

Majority of Commission on July 23 directed preparation of document looking toward denying application of **Huntington-Montauk Bcstg. Co. Inc.,** to change location of trans. site and main studio of **WGSM** (740 kc, 1 kw D) from **Huntington, L. I., N. Y.,** to **Deer Park, L. I.** Initial decision of Oct. 25, 1957, looked toward grant.

Commission on July 23 directed preparation of document looking toward reopening record and further hearing on application of **Hall Bcstg. Co. Inc.,** for new Class B fm station to operate on 102.7 mc in **Los Angeles, Calif.**

Routine Roundup

PETITION FOR RULE MAKING FILED

S. Nisenbaum, Oscoda, Mich.—Request revision of Sec. 3.503 (a)(2) to read as follows: "In determining the eligibility of privately controlled educational organizations, a noncommercial educational fm broadcast station will be licensed only to an accredited, educational institution, or its affiliated bodies. Said accreditation shall be by State Departments of Education and/or recognized regional and national educational accrediting organizations"; also, further request that no authorizations for noncommercial educational fm facilities, other than to accredited, educational institutions or affiliated bodies, be made by the Commission prior to its acting upon this petition. Announced July 18.

PETITION FOR RULE MAKING DENIED

Continental Telecasting Corp., Los Angeles, Calif.—*Petition requesting amendment of Sec. 3.606 by instituting rule making so as to assign ch. 58 to **Los Angeles-Pasadena, Calif.**

*Denied by memorandum opinion and order adopted July 9, 1958, and released July 11, 1958. Announced July 18.

ACTIONS ON MOTIONS

By Comr. T. A. M. Craven on dates shown

Granted petition by Broadcast Bureau for extension of time for filing exceptions to initial decision and replies to Aug. 1 and 8, respectively, re application of **Triangle Publications Inc. (WNHC-TV) New Haven, Conn.** Action July 16.

By Hearing Examiner Herbert Sharfman on July 15

Granted motion by **Capitol Bcstg. Corp. (WCAW) Charleston, W. Va.,** to reopen record in proceeding on its am application; scheduled further hearing for July 30 at 9 a.m., and extended from July 28 to Aug. 11 time for filing reply proposed findings of fact and conclusions.

Scheduled prehearing conference for Sept. 9 in proceeding on am applications of **B. J. Parrish, Pine Bluff, Ark.,** and **James A. Noe (KNOE) Monroe, La.**

By Hearing Examiner Annie Neal Huntting on July 15

Scheduled prehearing conference for July 31 on am application of **Clarion Bcstg. Co.,** and **County Bcstg. Co., Clarion, Pa.**

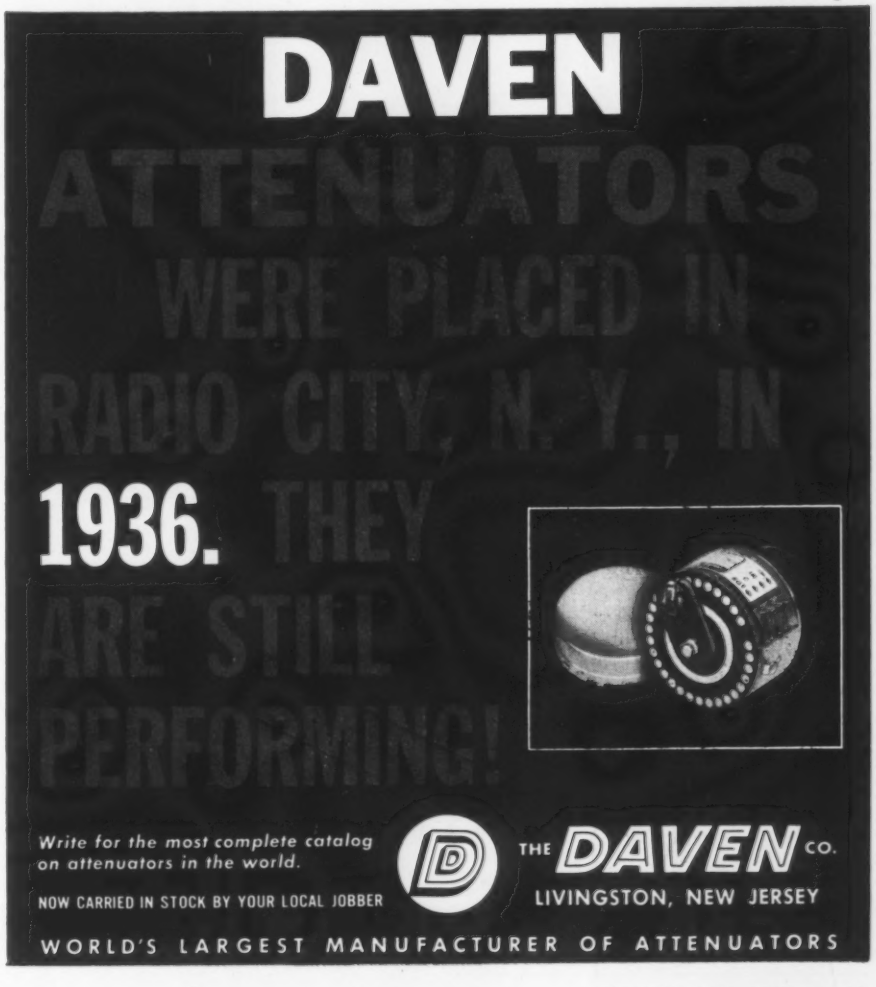
By Hearing Examiner Elizabeth C. Smith on July 16

Granted motion by **James A. McKechnie, North Syracuse, N. Y.,** that hearing previously continued indefinitely on his am application be scheduled for 9 a.m., July 23.

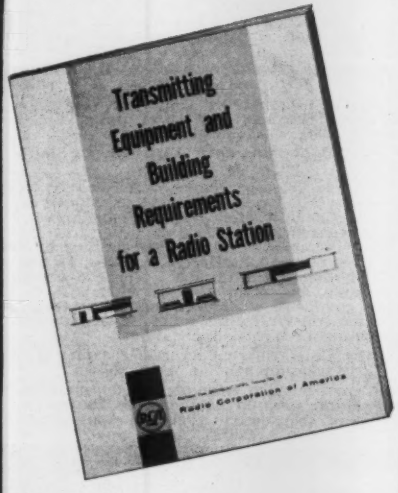
Commission on July 17 granted petition by Federal Communications Bar Association for extension of time from July 28 to Sept. 26 for filing comments, and from Aug. 12 to Oct. 13 to file reply comments in proceeding on amendments of rules concerning dismissal or amendment of competing broadcast applications.

By Chief Hearing Examiner James D. Cunningham on dates shown

On own motion, scheduled oral argument on July 21 on petition of **Delmarva Bcstg. Co.** to intervene in proceeding on am applications of



Planning a Radio Station?



Here's another aid to station planning—a brand new brochure describing transmitting equipment and building requirements for radio stations. It combines the practical know-how of experienced station and equipment engineers and provides a check-list as a guide in transmitter selection.

For your free copy, write to RCA, Dept. HD-22, Building 15-1, Camden 2, N.J.

RADIO CORPORATION of AMERICA

RCA Tmk(s)®

COMMERCIAL STATION BOXSCORE

As Reported by FCC through June 30

	AM	FM	TV
LICENSED (all on air)	3,218	526	418[2]
CPs ON AIR (new stations)	35	22	93[2]
CPs NOT ON AIR (new stations)	100	86	109
TOTAL AUTHORIZED STATIONS	3,353	634	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	412	39	52
APPLICATIONS FOR NEW STATIONS (in hearing)	124	18	73
TOTAL APPLICATIONS FOR NEW STATIONS	536	57	125
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	261	24	49
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	307	24	66
LICENSES DELETED	1	0	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through July 23

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,028	56	99	562
FM	524	27	90	64
TV (Commercial)	415[1]	93[2]	113	127

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 23

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	26	7	33[4]

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Nick J. Chaconas, Gaithersburg, Md., et al. Action July 16.

Granted petition by **The Macomb Bcstg. Co. (WKAI) Macomb, Ill.,** to dismiss without prejudice its application; terminated proceeding. Action July 17.

By Hearing Examiner Elizabeth C. Smith on dates shown

Denied joint request of **Norbertine Fathers** and **Valley Telecasting Co.,** for subpoenas insofar as it requests production of copies of Federal income tax returns of **Walter C. Bridges** and, in all other respects, granted their request filed in proceeding on application for transfer of control of **M & M Bcstg. Co. (WMAM** and **WMBV-TV) Marinette, Wis.,** from **William Walker,** et al., to **Evening Telegram Co., Norman M. Postles** and **Walter C. Bridges.** Action July 16. Granted motion by Norbertine Fathers and Valley Telecasting Co., and scheduled prehearing conference on July 21. Action July 18.

By Hearing Examiner Herbert Sharfman on dates shown

Granted motion by **Seaway Bcstg. Co. Inc., Massena, N. Y.,** for leave to amend its am application; rescheduled hearing from Oct. 8 to 9:30 a.m., July 18; cancelled Sept. 8 prehearing conference; retained in hearing Seaway application and that of **Robert S. Plimpton, Norfolk, N. Y.,** with action on Plimpton petition for leave to dismiss to be taken in initial decision. Action July 16.

Continued without date prehearing conference set for July 18 in proceeding on am application of **The Macomb Bcstg. Co. (WKAI) Macomb, Ill.** Action July 16.

By Hearing Examiner Basil P. Cooper on July 17

Granted motion by **The Bridgeport Bcstg. Co. (WICC) Bridgeport, Conn.,** for continuance from July 17 to Aug. 15 for exchange of applicant's exhibits and from July 28 to Sept. 16 for evidentiary hearing.

By Hearing Examiner Annie Neal Huntting on dates shown

Granted petition and motion by **Lake Huron**

Continued on P. 114

Florida

$125,000.00

One of Florida's best and larger markets, this property offers real opportunity for appreciation. $40,000 down, balance on favorable terms.

Northwest

$140,000.00

Located in one of the very attractive northwest markets. This excellent facility is operating profitably with ample room for growth. 29% down, balance out in five years.

Exclusive with

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
JAckson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
FInancial 6-6460

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 DeSales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. PIlgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFETT & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel.: JAckson 6-4386 P.O. Box 82
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antennas
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

PETE JOHNSON
Consulting am-fm-tv **Engineers**
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 3-7503

SERVICE DIRECTORY

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9358

IRL T. NEWTON, JR.
Consulting Engineer
422 Washington Bldg.,
15th and N. Y. Ave., N. W.,
Washington, D. C.
Telephone: EXecutive 3-7165

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 79,497* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

Contact
BROADCASTING MAGAZINE
1735 DeSales St., N. W.
Washington 6, D. C.
for availabilities

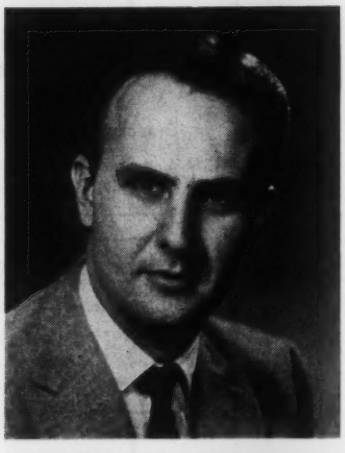
CARL W. VANDAGRIFT, General Manager

Like Hundreds of Broadcasters...

General Manager
CARL W. VANDAGRIFT of
WOWO
Ft. Wayne, Ind.

and Chief Engineer
HAL BROKAW

Selected STAINLESS TOWERS



HAL BROKAW, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

FOR THE RECORD CONTINUED

Bcstg. Corp. (WKNX) Saginaw, Mich., for leave to amend its application to propose directional operation and make related changes, and removed from hearing. Action July 17.

Granted motion by **Eastern States Bcstg. Co., Hamden, Conn.**, and postponed dates in am proceeding from July 21 to July 28 for exchange of exhibits, from Sept. 2 to Sept. 11 for filing objections, hearing date from Sept. 15 to Sept. 17, and oral testimony from Sept. 16 to Sept. 18. Action July 18.

Granted in part petition by **Florence Bcstg. Co. Inc., Brownsville, Tenn.**, and continued from July 25 to Sept. 15 prehearing conference on its am application. Action July 18.

Granted request by **Pasadena Presbyterian Church** for continuance from July 21 to July 28 of hearing on application of **Pierce Brooks Bcstg. Corp. (KGIL) San Fernando, Calif.** Action July 18.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearings in following proceedings on dates shown: On show cause order of April 23, in **Albany-Schenectady-Troy-Vail Mills** proceeding as to why **Copper City Bcstg. Co.** (ch. 13) **Utica, N. Y.**, should not operate on ch. 2, on Sept. 3; am applications of **Robert A. Corley, College Park, Ga.**, and **Harvey S. Hester, Smyrna, Ga.**, on Oct. 9; fm applications of **Arnold J. Stone** and **Patrick Henry** and **David D. Larsen, Alameda, Calif.**, on Oct. 13; am applications of **Musical Heights Inc., Braddock Heights, Md., South Kentucky Bcstrs. (WRUS) Russellville, Ky.**, on Oct. 14; am application of **Paul A. Brandt, Gladwin, Mich.**, on Oct. 15; am applications of **Donald W. Huff** and **Equitable Publishing Co., Lansdale, Pa.**, on Oct. 17. Actions July 17.

Oral argument to be resumed at 9:30 a.m., Sept. 2, on petition of **Delmarva Bcstg. Co. (WDEL) Wilmington, Del.**, to intervene in proceeding on am applications of **Nick J. Chaconas, Gaithersburg, Md.**, et al. Action July 21.

By Hearing Examiner Jay A. Kyle on July 17

Granted motion by Broadcast Bureau to correct transcript in proceeding on am application of **The Hardin County Bcstg. Co., Silsbee, Tex.**

By Hearing Examiner Charles J. Frederick on July 21

Granted petition by **Tele-Views News Co. Inc.**, for acceptance of amendment to make certain clerical, typographical and arithmetical corrections to its application for new tv station to operate on ch. 8 in **Moline, Ill.**

By Hearing Examiner J. D. Bond on July 18

Ordered that further hearing of evidence shall be resumed on Sept. 8, in **New Orleans, La.**, tv ch. 12 proceedings.

Ordered that further proceedings in **Hampton-Norfolk, Va.**, tv ch. 13 proceeding shall be governed by certain rulings taken at July 16 further prehearing conference as set forth in order; granted petition by **Tim Brite Inc. (WTOV-TV) Norfolk**, to modify hearing schedule to postpone presentation of evidence for Mr. Brite until date in Sept. to be fixed by subsequent order, and effective date of this order shall be July 22.

Granted request of **Louis Adelman, Hazleton, Pa.**, for extension of time from July 21 and Aug. 4, respectively, to July 28 and Aug. 25, for filing proposed findings and reply pleadings in proceeding on am applications of Mr. Adelman and **Guinan Realty Co., Mount Carmel, Pa.**

By Hearing Examiner Thomas H. Donahue on July 22

Scheduled prehearing conference for Sept. 11, and continued hearing now scheduled for July 24 to date to be determined at prehearing conference on am applications of **Pan American Radio Corp., Tucson, Ariz.**, and **Veron G. Ludwig, Benson, Ariz.**

By Hearing Examiner J. D. Bond on July 22

Granted petition by Broadcast Bureau for extension of time from July 18 to July 22 to file proposed findings of fact and conclusions of law in proceeding on am applications of **Capitol Bcstg. Co., East Lansing, Mich.**, and **W. A. Pomeroy, Tawas City-East Tawas, Mich.**

By Hearing Examiner Millard F. French on July 22

Granted joint petition for leave to amend by **Bay Area Telecasting Corp., City of St. Petersburg, Fla. (WSUN-TV), Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc.**, and **WTSP-TV Inc.**, in **St. Petersburg-Tampa, Fla.**, tv ch. 10 proceeding, for purpose of specifying joint ant. site for which tentative Airspace Panel clearance has been secured.

Scheduled prehearing conference for July 28 on show cause order in **Albany-Schenectady-Troy-Vail Mills** proceedings as to why **Copper City Bcstg. Co.** (ch. 13) **Utica, N. Y.**, should not operate on ch. 2.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of July 18

WPLA Plant City, Fla.—Granted assignment of license to **WPLA Bcstg. Co. Inc.**

KWCB-TV Goodland, Kan.—Granted assignment of cp to **Tri-State Television Inc.**

WJHP-TV Jacksonville, Fla.—Granted transfer of control from **John H. Perry Jr.**, voting trustee, to **John H. Perry Jr.**, individually.

WREX-TV Rockford, Ill.—Granted cp to change ERP to vis. 229 kw, aur. 115 kw, change in trans., and power amplifier, and make other equipment changes; ant. 710 ft.

WSAV-TV Savannah, Ga.—Granted cp to change trans. and studio locations, change ERP to vis. 100 kw, aur. 50 kw, change type trans. and other equipment, type ant. and ant. height to 480 ft.

WFIN Philadelphia, Pa.—Granted mod. of cp to make changes in ant. system.

KDB Santa Barbara, Calif.—Remote control permitted.

WCKR-FM Miami, Fla.—Granted extension of authority to remain silent for additional 90 days from Aug. 1.

Actions of July 17

Granted licenses for following fm broadcast stations: **KSFM Dallas, Tex.; WQFM Milwaukee, Wis.; WHKP-FM Hendersonville, N. C.**

WEDK Springfield, Mass.—Granted license for noncommercial educational fm station.

Granted licenses for following am broadcast stations: **KZUM Farmington, N. M.; KENY Bellingham-Ferndale, Wash.**, and specify type trans.; **KBBB Borger, Tex.**, condition.

KBWD Brownwood, Tex.—Granted license covering installation of new trans. as aux. trans. at studio location and aux. ant. and ground system.

WTRN Tyrone, Pa.—Granted license covering installation of new trans. as aux. trans. at main trans. site; remote control permitted.

KFWB Hollywood, Calif.—Granted license covering installation of aux. trans.; remote control permitted.

WBUR Boston, Mass.—Granted license covering move of trans.-studio location and increase in ant. height.

WHK-FM Cleveland, Ohio—Granted license covering changes in ant. system.

WFIL-FM Philadelphia, Pa.—Granted license covering change in trans. location to same as WFIL-TV, reduce ERP to 6.3 kw and change ant. height to 780 ft.

WRRN Warren, Pa.—Granted license covering mod. of trans.

WOMI-FM Owensboro, Ky.—Granted license covering changes in trans.

KNOB Long Beach, Calif.—Granted license covering change of facilities, type trans. and ant. and change ant. height.

Continued on P. 119

ERRATUM

BROADCASTING, in its issue of June 30, 1958, reported a portion of the extensive colloquy before Judge Horace Stern, special examiner in the ch. 10 Miami prehearing conference.

BROADCASTING reported that Judge Stern referred to a statement by Norman E. Jorgensen, of the law firm of Krieger & Jorgensen, as "nonsense."

The judge did not so characterize Mr. Jorgensen's statement.

The statement actually made by Judge Stern was: "Well, much of what you say is a surprise to me, but I must confess while I think it is a good thing for you to make such a statement, so there is no possible question about it, I must confess it seems to me I was almost going to say absurdly remote. I will tell you why, in the first place my own connection with the Wolf firm is not in any way that of a partner, associate, an assistant, or have any interest whatever in their affairs, in their clients."

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Manager, for competitive Roc. Mtn. secondary market indie. Program experience helpful, terrific potential independent experienced, aggressive, civic-minded, go-getter, proven sales ability. Send complete resume including present billings and earnings. Prove you are right man and have opportunity invest now, or later. Excellent guarantee, override and other pluses. Confidential. Box 229F, BROADCASTING.

See display ad—Opportunity.

Sales

Immediate opening for top-notch salesman for top-rated music-news station. Must have proven sales record. If necessary, must be able to assume responsibilities of sale manager. Florida east coast. Box 124F, BROADCASTING.

Experienced time salesman wanted. Leading station midwest city of 50,000. Excellent salary and commission. Box 172F, BROADCASTING.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Box 185F, BROADCASTING.

Sales manager needed, want proven, permanent experienced man for fine daytimer mountain west growth market independent, small amount air work summer months only. Resume must include present billings, and earnings. Offer excellent guarantee, override, and expenses proven civic-minded radio sales manager. Box 230F, BROADCASTING.

Salesman-announcer, must be go-getter proven salesman, minimum air work, excellent potential and future, fast growing music-news, top medium market Colorado, permanent, $95. week, plus commissions, auto allowance. Box 231F, BROADCASTING.

I want a real live wire salesman for large North Carolina market. Interested only in men now working in southern states. Qualified man can make real money while living in one of south's most pleasant cities. Rush replies to Box 232F, BROADCASTING.

Salesmanager—Frankly, we're short on guarantee cash but loaded with potential, in market of over 40,000. Happy gang in new swinging 250 watter, needs sales spark plug to join immediately. Rush information to Box 267F, BROADCASTING.

See display ad—Opportunity.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Topeka's top-rated music and news indie offers a big opportunity to a young, aggressive radio salesman. Guarantee plus commission! Grow with eastern Kansas' fastest-growing station. Send complete resume to Ed Schulz, KJAY Radio, Topeka, Kansas.

Established Michigan station seeking reliable salesman with ambition and some experience. Commission. Good opportunity. WBCK, Battle Creek, Michigan.

Wide awake local station in prosperous Hudson valley has immediate sales opening. Some announcing. Salary plus incentive commission plan. Stable, ambitious, family man, write Howard Shultis, WKNY, Kingston, N. Y.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Combo man—1st class ticket—Connecticut—independent daytimer. Good opportunity in growing community. Send resume. Box 917E, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Morning pepper-upper, dj, news, top 50, pop format, Washington, D. C. Send tape, resume, once in a blue moon opportunity for outstanding announcer. Box 956E, BROADCASTING.

Good announcer wanted by top-rated N. C. daytimer. Must be versatile. Good pay plus fringe benefits. Chance to become program director. Send resume. Will contact for audition. Box 106F, BROADCASTING.

Expanding chain with new Pittsburgh area station needs experienced announcers with executive potential. No prima donnas or floaters. We are seeking an experienced man with a desire to settle permanently in a growing company where opportunity for advancement will occur. Personal interview is a must after approval of tape. Send tape and resume immediately. Box 181F, BROADCASTING.

Piedmont indie needs two experienced announcers, 80 weekly. Tape, resume. Box 184F, BROADCASTING.

Move up. Seasoned staff announcer wanted in September. News gathering and writing ability important but not primary duty at present. No top 40 deejay types. Northern Illinois kilowatt independent. Write age, education, marital status, experience in detail. Personal interview required. Box 187F, BROADCASTING.

Announcer-first phone. Are you 26, married, tired of moving around, looking for a solid good paying position in the mid-west. Are you a good air salesman with voice authority who wants to start at $100.00 per week. Then we need each other. Send background, references, photo, tape to Box 196F, BROADCASTING.

Wanted: Announcer if you are energetic, honest, sincere and dependable, but maybe not the best in the world. We would like to have your application. Station is located in western N.C. in summer vacation spot. Box 243F, BROADCASTING.

Station located in south-eastern North Carolina needs announcer-salesman and combo man with 1st phone. Only experienced men need apply. Box 244F, BROADCASTING.

Morning man wanted for station in top 25 markets. Company young and owns other stations thus giving opportunity for right person to advance quickly. Send tape and details to Box 276F, BROADCASTING.

Louisiana gulf coast, top station, seeking announcers. Staff work. Good pay, benefits, etc. Send all in first letter. Audition tapes required. Sorry, tapes not returnable. Box 288F, BROADCASTING.

Wanted, experienced personality announcer. Daytimer in college town. Ideal hours. Above average pay for right man. Contact E. C. Stangland, Manager, KBRK, Brookings, South Dakota.

If you want to work for a 28 year old 5 kw, in a small community of 20,000 where the summertime and wintertime climate is ideal; if you believe in adult programming and will help us serve the community; if you can stand close scrutiny on credit and character; and if you're ready to settle down and be assured of security and a good future, contact Ken Kilmer, KFXD, Nampa, Idaho.

Wanted, experienced announcer. Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, La.

Experienced announcer for permanent staff job, independent station, wonderful town to live in. Forty miles from Sequoia Park. Ability to write occasional copy desired, must have good voice quality. Radio Station KONG, P. O. Box 1429, Visalia, California.

Have vacancy for qualified combination staff announcer and adult dj. No top 40 and no floaters. Good living conditions and excellent climate. Send snapshot and tape with news, commercials and dj work. Manager, KSWS, Roswell, New Mexico.

Good pay and opportunity offered qualified staff announcer. Must be experienced, mature and settled. For interview, contact Bob Webber, KXJK, Forrest City, Arkansas.

Have immediate openings for experienced radio announcer. Send tape, recent snapshot and resume, a 5000 watt full time operation, address to M. D. Smith, III, Radio Station WAAY, Huntsville, Ala.

RADIO

Help Wanted—(Cont'd)

Announcers

Have good job for good announcer. KWRT, Boonville, Missouri.

Must be good announcer and chief engineer. Good opportunity for man with good background. WHBT, Harriman, Tennessee. Present 250 watts in process of increase to 5000 watts.

Central Florida needs two good announcers, one with 1st phone, one without. Progressive 1 kw in shirt sleeve climate. WLBE, Leesburg, Florida.

Experienced newsman for growing news operation covering four counties. Send resume and tape to WLNA, Peekskill, New York.

Technical

Chief engineer for brand new directional daytimer in Pittsburgh area one of growing chain. All new equipment with excellent layout. Excellent salary and working conditions. No announcing required. Personal interview necessary. Box 180F, BROADCASTING.

Experienced for chief, all new equipment, directional, prefer someone capable of announcing. Ohio expanding, ideal working conditions. Employees know of ad. Box 270F, BROADCASTING.

First Phone combo for "Nite Owl" show, 12:00 midnight to 6:00 a.m. Send resume, photo, tape and engineering experience. Contact M. Mulanix, Chief Engineer, KWBB, Wichita, Kansas.

Opening soon for chief engineer with established kilowatt daytimer. Good conditions for right man. WASA, Havre de Grace, Maryland.

Chief—experienced in directionals for present operation and constructing 1 kw c.p. near Toledo. Call, wire, write Howard R. Ward, WTLG, Bowling Green, Ohio.

Wanted immediately, chief engineer for 1000 watt daytime independent. Wilkes Broadcasting, North Wilkesboro, N. C., phone 633.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

Production director modern radio. Top indie, top ten market. Storz, Bartell, Plough, McLendon, or similar experience required. Fantastic opportunity. Rush tape. Box 114F, BROADCASTING.

Program director—top station in north Florida; hospitalization, insurance, excellent starting salary. Box 238F, BROADCASTING.

News director. Pennsylvania five kilowatt needs hard hitting man to set up, maintain and manage local news department. Send resume, tape, salary expected to Box 281F, BROADCASTING.

Experienced newsman needed now for 10 kw station in northwest North Carolina. Emphasis on local news! Also some general announcing. Excellent opportunity for right man. Send tape, resume. Box 282F, BROADCASTING.

Wanted for immediate opening. "Formula-Radio" program director. If you can write and produce production spot announcements. Take complete charge of personnel. "Sparkle" on the air. Contact: Verle Thomson/Vince Casey, KISD, Sioux Falls, South Dakota. Phone: 4-5571.

News: Excellent opportunity for aggressive, experienced newscaster, reporter and editor. Number-1 rated station, with live, 24 hour, local news operation, using mobile units, tapes, etc. Salary commensurate with experience and ability. Confidential. Send full information, including when available, salary expected, small photo and audition tape, to Roger G. Berk, V.P., WAKR, Akron 20, Ohio.

RADIO

Situations Wanted

Management

One man staff—Manager, salesman, announcer, local news man, public relations man, student engineer, good janitor. Don't mind doing extra duties but like to get paid accordingly. Box 212F, BROADCASTING.

Manager with experience has built stations for others. Wants to build one for himself. Has few thousand dollars to invest in right deal. Would be interested in option arrangement for reasonable station equity. Prefers west coast, medium to small market. Box 220F, BROADCASTING.

Desire permanent opportunity experienced all phases, presently sales management. Prompt confidential replies. Box 227F, BROADCASTING.

Manager: Currently managing top station in multiple station market. Prefer small to medium market station needing young, aggressive manager who will settle down and do a solid radio job. Box 236F, BROADCASTING.

Manager, midwest. Married, children, 35, sober. Ten years, all phases radio-tv, sales, announcing, management. Employed top station in 3 station market. Best references. Box 239F, BROADCASTING.

I offer you thirteen years experience as assistant manager, program director, newsman, salesman and announcer with proven record of top-flight management and production in 250 to 50 kilowatt stations. Presently employed by fine midwest station, but seeking greater responsibility and opportunity. Navy veteran, college, married with two children. Can be available after August 15th. Salary open, midwest-east only. Tape, photo and references available but desire personal interview. Box 246F, BROADCASTING.

Sales manager for number 1 independent, highly competitive market, ready for challenging managerial position. Thoroughly experienced all phases today's radio operation including national sales, programming, sales promotion. Excellent personal billing. Married, university graduate, finest references. Box 250F, BROADCASTING.

Manager-chief engineer. 37 years old, 16 years in the business, married, 4 children. Desire position with small station in good market. At present manager-chief engineer, reason for leaving new ownership. Have made station in very tough competitive market, the most listened to station in the area. Available two weeks. Apply Box 252F, BROADCASTING.

Station sold. General manager with over 20 successful years experience available 30-60 days. Key people will move with me if desired. Small or medium market with opportunity for future investment of greatest interest. Box 259F, BROADCASTING.

Sales manager-manager, 12 years experience all phases, currently employed major market. Desire return small town. Excellent references. Box 261F, BROADCASTING.

Young man, ten years radio experience with first phone, wants managers job. Will take instructions. Dependable, no drifter or drunk. Employed. Write 2623 Myrtle Springs, Dallas, Texas.

Station manager 11 years experience all phases. Presently employed, 32, family, veteran, first phone license, readily available. Radio or tv. Prefer sales. Consider any offer. Wes Ninemire, 1214 Sewanee, Marlin, Texas. Telephone Westmore 6-4393.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 883E, BROADCASTING.

Sales. Age 28. Two years industrial sales experience. Radio experience. College. Prefer midwest. Box 218F, BROADCASTING.

College graduate, married, family, 28, selling experience in insurance, have been in small radio station for 2½ years selling and announcing. Doing three hours board work daily. Seek advancement with progressive station, prefer combination sales and announcing job. Experienced all phases. For exchange of references, write Box 234F, BROADCASTING.

Announcers

Terrific sportscaster. Also dj, announcer, news, sales, employed. Experience galore. Box 381E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 880E, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 881E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 882E, BROADCASTING.

Texas or California. Need 14 years experience? Radio or tv sports, news, dj, etc. What's your need? Present salary is $160 per week. Wife's health dictates move. Box 136F, BROADCASTING.

Negro, CBS experience, television mc "Chicago" personality dj, staff, commercial specialty. Box 139F, BROADCASTING.

Professional announcer, nine years all phases, thoroughly trained, dependable, desires permanent position with larger station that compensates for ability and reliability. Prefer southeast; consider major market anywhere. Married, veteran, degree, best references. Box 150F, BROADCASTING.

Announcer, dj, first phone, 5 years experience, married, one child. Box 168F, BROADCASTING.

First phone: 2 years experience as studio engineer; recent announcing school graduate; desire staff position. Married, college. Resume and tape or personal interview. Box 198F, BROADCASTING.

First phone dj, experienced news, pd. Friendly, unfrenzied. Prefer morning. Box 205F, BROADCASTING.

To radio stations—Stop. Experienced announcer needs work fast-stop. Willing to travel within 300 mile radius of Bridgeport, Connecticut-stop. Don't stop, send replies. Box 210F, BROADCASTING.

News director-announcer: Over 13 years with leading midwest station as one of highest rated newsmen. Anxious to locate in western or northern state. Box 211F, BROADCASTING.

Two experienced announcers desire to work at the same station, are willing to work combination announcing and sales. Box 213F, BROADCASTING.

Announcer—one-year experience, run own board, mature voice, married. Box 214F, BROADCASTING.

Disc jockey, experience three years, good commercial, knows music. Family. Box 225F, BROADCASTING.

Experienced "pop" deejay-newscaster. Now employed. Negro. Not negro styled deejay. No accent. Box 241F, BROADCASTING.

Available top morning and dj personality with best background and proven performance, record of making friends and revenue. 13 years experience in radio and tv at top tough locations. Have tapes, will travel, prefer competitive markets east and midwest. Box 242F, BROADCASTING.

Announcer, experienced, Manhattan, anxious to return to midwest. Strong on news editing with high interest in light music—news—weather programming. Operate own board. Training at Northwestern University; CBS, New York. College graduate, English major; married; 28. Tapes and references available. Box 256F, BROADCASTING.

DJ with definite style, winning format. If you dare to be different contact me. No top 40 replies. $110 weekly. Box 258F, BROADCASTING.

Announcer, newsman, dj, sports, strong commercials, college background, run board, married. Negro. Box 260F, BROADCASTING.

Young, all around announcer, experienced in staff sports, dj work. Box 263F, BROADCASTING.

Assistant pd with B.S. in radio-tv. 1 year experience in production and sales. Box 264F, BROADCASTING.

Personality-dj, imaginative, peppy, strong news, board. Radio graduate, tape. Box 266F, BROADCASTING.

Excellent radio-tv sports director with ten years experience. Top references. Desire permanency. TV news and production experience. Will sell sports programs. Box 268F, BROADCASTING.

Top record personality and announcer to relocate. Can deliver goods in exchange for salary and security. Box 269F, BROADCASTING.

Bright young announcer who also can write good copy. Versatile, 2½ years experience. Available 1-2 weeks. Tennessee or Virginia preferred. Box 272F, BROADCASTING.

Negro broadcasting school graduate seeking staff announcing position. Good on commercials with retained knowledge on disc shows, spirituals or popular. Will travel. Tape, resume. Box 275F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Good music station announcer with programming experience, single. 3 years background in this medium. Audition tape, photo and further particulars on request. Box 283F, BROADCASTING.

Combo-first phone-ham-writer. Glib adlib. Mature beginner. Six months five kw experience. Anywhere. Box 285F, BROADCASTING.

Young staff announcer, recent graduate. Locate anywhere. Tape on request. 1220 W. 5th Ave., Gary, Indiana.

First class man with first class license. Experienced announcer; news, program, production director. Family, college education. Presently employed as news director at major Colorado radio-television station. Prefer rocky mountain/far west. Station knows of ad. Phone "announcer", Pueblo, Lincoln 2-6121, write P.O. Box 1125, Pueblo, Colo.

Staff announcer-board work, copywriting, news, pop, country, rock 'n' roll. Available immediately. Aaron Armentrout, Holly Road, Route 3, Annandale, Virginia. Jefferson 2-5512.

Employers—Announcers, djs, newsmen, continuity writers. Contact Calumet Broadcasting School, 618 Broadway, Gary, Indiana. Call Turner 5-3038.

Announcer. 6 years experience. Excellent references. Upper midwest. Howard Campbell, 3437 Stevens, Minneapolis 8, Minnesota.

Experienced personality, work anywhere, smooth, strong news, convincing commercials, knows music, enjoys sales, excellent worker, best references, tape. Bob Downes, 450 Ocean Avenue, Jersey City, N. J., Apt. 6, Henderson 4-8537.

University graduate. 2 years commercial experience. Strong on music and news. Can sell. Want to relocate in Michigan. Available now. Call or write Charles Frey, 532 Oak, Niles, Michigan. MU 3-5432.

Country disc jerk, first phone, 5 years experience, No. 1 in area. I need a job now fellers, tape. Ted Foster, 4208 N.E. 28th St., Fort Worth, Texas. Call TE 8-9460.

Announcer-dj. Married, 25, good voice, personality. Wants steady job as announcer or pd. 5 years independent experience. Contact Bob Germain, Cobrain, Mass. Tel.—National 4-3460.

Sportscaster wants station emphasizing news and sports. Top play-by-play all sports. Eleven years experience. Excellent references. Strong on news. Bill Sorrell, Program Director, WATO, Oak Ridge, Tennessee.

Attention Florida—Want to settle in Florida, age 25, college grad, married, veteran. Two years experience. Announcing, dj, news, tv direction. Hank Symanski, 1205 Pondview Avenue, Akron 5, Ohio, REpublic 3-1964.

Announcer-all phases. National Academy of Broadcasting graduate, some experience. James Welker, Jr., Box 172, St. Thomas, Penna.

Technical

Engineer, first phone, experienced, transmitter, studio and recording. No announcing. Box 699E, BROADCASTING.

Engineer. First ticket wants relocation anywhere. Single, able to travel. Box 199F, BROADCASTING.

Transmitter position, two years dir., experience, car, 1st radiotelephone. Box 217F, BROADCASTING.

First phone, 10 years radio, two tv. West, midwest, southwest. Box 226F, BROADCASTING.

Engineer, age 28, 1st phone. Radio and tv studio and transmitter experience. Strong on maintenance. Good technical background. Box 247F, BROADCASTING.

Engineer, eight years experience radio-tv, wants job with security. Have first phone. No announcing. Prefer midwest. Available on two weeks notice. Box 278F, BROADCASTING.

Chief engineer—presently employed desires permanent position capable announcer. Directional and construction experience. 5 years in business. Walt Adams, HO 7-6067, 805 Chicago St., Sheboygan Falls, Wisconsin.

Engineer, 1st phone, experienced am and tv transmitters. C. Croft, PR 2-1155, 5638 Dailey Street, El Paso, Texas.

FCC first phone license preparation; July-August; Monty Koffer, 105 E. 16th Street, Brooklyn, N. Y. BU 2-4622.

First phone, technical school graduate, desires position as transmitter engineer, in southwest, available immediately. Jerry Wills, 542 Carroll Ave., San Antonio, Texas. WA 2-8991.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

News director: Go anywhere; east road, Maine to west point, California, and points between. Experienced, reliable, available soon. Now employed, management knows of ad. Box 161F, BROADCASTING.

Instructorship radio-journalism in college or professional school. Thirteen years versatile experience, program-news director, production, writing. University journalism degree. Married, family-man. Box 219F, BROADCASTING.

News director-radio-tv. Degree, married, seven years experience. Midwest. Box 233F, BROADCASTING.

Promotion manager, eight years radio/tv experience. Alert, creative, hard working. All phases promotion, publicity, merchandising, independent, affiliated. Now employed. Best references. Print samples and full details on request. $9,000 annual minimum. Box 237F, BROADCASTING.

Reliable man desires news, sports, or program directorship in medium midwest community, preferably Wisconsin. Ten years experience in all phases. Box 249F, BROADCASTING.

Experienced reporter and newscaster wants middle Atlantic states station. Box 262F, BROADCASTING.

Program manager—Experienced—radio 8 years. Must have complete authority over all programming to build solid good music station for adult audience. Large album, 78 & 45 library a must. Married. $100.00. Northeast only. Box 277F, BROADCASTING.

Experienced sports director desires relocation, guarantees your station profit through mature promotion. Seeking radio-tv station with year-round sports. Vet., married, loyal, conscientious, dependable. Box 280F, BROADCASTING.

Production-program-operation: Experienced in all phases of television including network and independent station operation. Good film contacts. Married, reliable. Best references. Box 286F, BROADCASTING.

Assistant program director-announcer: 7 years; seeking advancement with progressive station; music-news background; employed; college grad; southwest preferred. Box 287F, BROADCASTING.

TELEVISION

Help Wanted

Sales

Top flight sales manager, opportunity with well established NBC midwest television station for a man who feels he can make $10,000 and more on a 600 per month base and commission arrangement. Excellent opportunity in a market with nearly 400,000 tv homes. Start about September 1st. Must be experienced and energetic. Prefer married man. Write giving complete details to Box 178F, BROADCASTING.

Experienced tv time salesman wanted by WICS, Springfield, Illinois. Salary plus commission. Send complete resume to Box 215F, BROADCASTING.

Productive salesman, real opportunity for solid man in nation's 46th market, 300,000 pop, in Texas. Good base and commission. Send resume and photo to Box 253F, BROADCASTING.

Television sales. Top-rated California vhf network affiliate has immediate opening for aggressive salesman interested in improving income and future. Send complete resume including experience, sales record, personal history and recent photo to Jon Kelly, Sls. Mgr., KCRA-TV, Sacramento, Calif., or call Gilbert 1-4631.

Wanted—A reliable salesman with ambition to make money. Television or radio sales experience necessary. You will like our operation, our city, and the financial opportunity we will offer you. Let's talk it over. Write today to J. M. Pennock, Sales Manager, WLEX-TV, Lexington, Kentucky.

Announcers

Expanding midwest tv station in top 50 markets needs personality announcer skilled in commercial delivery. Send full details, tapes, sound-on-films, pictures. Box 145F, BROADCASTING.

Technical

Staff opening for one first-class engineer. Prefer operating and maintenance experience on RCA TT25BH tv transmitter. Box 209F, BROADCASTING.

TELEVISION

Help Wanted

Technical

TV transmitter engineer. Permanent job in the southwest. Would consider hard working radio engineer who wants to learn television. Send details to Box 273F, BROADCASTING.

Chief engineer capable of planning, construction, maintenance, supervisory, all phases studio, transmitter, microwave. Must have about 10 years experience in both small and large installations. Top salary. State full details first inquiry. Box 274F, BROADCASTING. All replies confidential.

Production-Programming, Others

Production manager: Applications now being accepted for production manager with dominant vhf, NBC affiliate serving over a quarter of a million tv homes. Excellent living and working conditions with above average salary. Applicant must be a qualified announcer-director with good solid background in tv. Please send photo, tape and complete resume. Southeastern location, near beaches. A real opportunity for the right man. Box 131F, BROADCASTING.

We need a production manager with vitality, imagination, and creative ability. Excellent working conditions. Good salary. A successful network affiliate in a medium sized mid-western city. This man must be able to train staff in directing, projection and all phases of television station production. If you are looking for an opportunity to grow, to give expression to your ideas, are willing to work hard, send complete details, resume and picture to Box 177F, BROADCASTING.

TELEVISION

Situations Wanted

Husband-wife team, easy on eyes, ears; skilled in variety and specialized shows; will build your fall business; can do leg work. Experienced in commercials, singing, dancing, creative production. Top markets in north, mid-west, Pacific coast preferred. Resumes, tape, pictures on request. Box 251F, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Management

Revolutionary approach to local television sales. Manager, 16 years experience. Box 279F, BROADCASTING.

Five years exeperience in radio and television announcing, operations, and production. Desire position with organization offering opportunity to advance. For complete resume or personal interview, contact Herb Buck, 4501 28th Avenue, Tampa 5, Florida.

Radio background. Some tv announcer-newscaster-director experience. Available immediately. Roy Mergner, 127 Ramsey Avenue, Keansburg, New Jersey.

Technical

Korean veteran with first phone desires position in television or radio. Completely trained in all phases of studio operation. Box 265F, BROADCASTING.

Production-Programming, Others

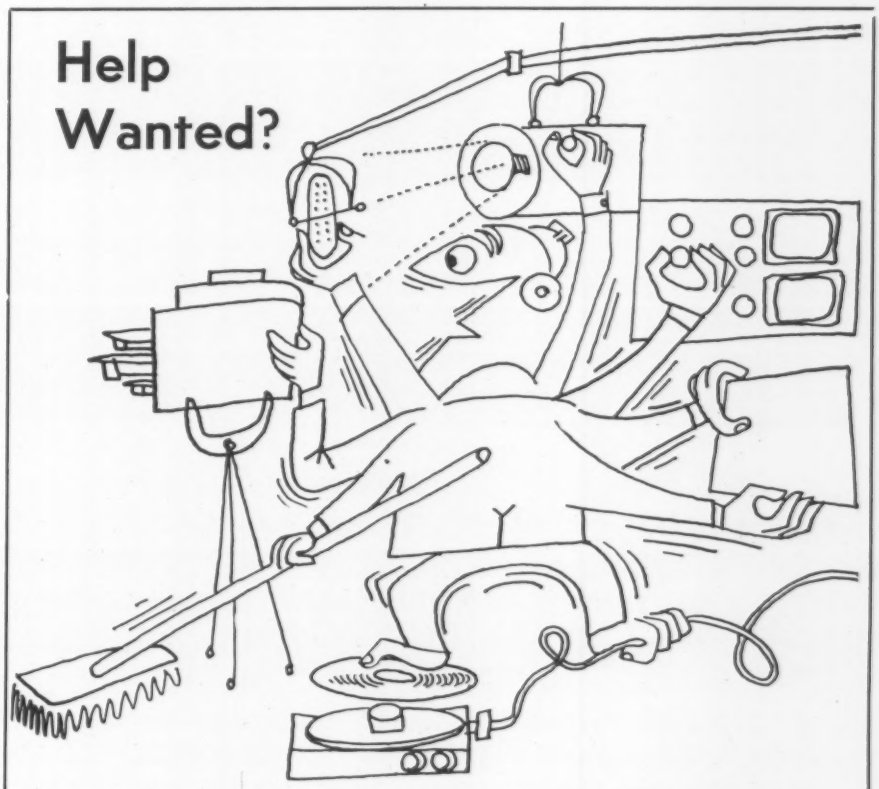
Young man with music background, age 26, single, wishes position of music librarian. Graduates from SRT-TV studios in early August. Box 148F, BROADCASTING.

Director, well experienced in three station market seeks position as production manager or director in larger market. Box 149F, BROADCASTING.

Production assistant-assist program manager in production, promotion, etc. Experienced, $7800 minimum. Box 174F, BROADCASTING.

Producer-director—imaginative, mature, stable. 4½ years commercial production experience. Excellent references. Must relocate. Family. Box 206F, BROADCASTING.

Production manager. Seven years with network. Last four years managing all phases of network programs. Administration, production, budgets, and reports. Box 224F, BROADCASTING.



Find the man* you want via Broadcasting classified pages.

** or job.*

For personnel, equipment, services or stations to buy or sell, tell everyone that matters in the *Classified* pages of Broadcasting.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Traffic-continuity director wishes to relocate in the west. Experienced copywriting, preparation daily logs and all phases traffic-continuity. Presently employed, college, best references. Box 257F, BROADCASTING.

Looking for a genius in promotion and continuity who can build your sales? I want to run an adjective factory for a growing station in west or midwest. Contact Box 289F, BROADCASTING.

FOR SALE

Stations

Managing partner wanted for superior, med-mkt, Colorado indie, top growth area and climate, sound investment requires $25,000 down, balance on good terms. Only responsible, producing managers of proven ability seeking lifetime opportunity need apply. Owner expanding other radio. All replies answered. Box 228F, BROADCASTING.

Minnesota $75,000; Maine $125,000; Missouri $90,000; Florida $68,000; Iowa $80,000; Michigan $70,000; Virginia $75,000; Georgia $350,000; Pennsylvania $100,000; Texas $35,000; Iowa $600,000; UHF $160,000; Arizona $200,000; Michigan $450,000; Pennsylvania $158,000; Oklahoma $450,000; West Virginia $68,000; Florida $210,000. Please write Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts.

Florida single station markets, $33,000, to $175,000, terms; medium markets, $40,000 to $236,250; major market, $500,000 with 29% down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Nevada fulltime one-kilowatt major market. $40,600.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Lower midwest, major and small market stations, $275,000 and $88,000, terms. Chapman Company, 1182 West Peachtree, Atlanta; 17 East 48th, New York.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

UHF tv station in uhf area, $895,000, 29% down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Arizona quarter-kilowatt good market $40,000.00. Terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Equipment

5 kw am transmitter, Gates model BC 5A, available in 30 days. Price $6,250.00. Box 128F, BROADCASTING.

RCA 250G transmitter. Equipment operating trouble-free at time of routine replacement. Make good auxiliary. Box 208F, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

600-foot tower for high-band vhf or radio. Box 221F, BROADCASTING.

TT5A RCA high-band vhf transmitter with tubes. Box 222F, BROADCASTING.

Complete G.E., 1 kw fm transmitter in first class condition, less console. Write for list of components and price. Box 248F, BROADCASTING.

Gates model RCM 12 remote control and metering system 2 years old. Must sell—combining operation. Write Box 360, Dubuque, Iowa.

One used General Electric fm broadcast station monitor. Type BM-1-A model 4BMIA. Consists of indicator model 4BZ1A, power supply model 4BP2A. Make us an offer. KFOR, Box 391, Lincoln, Nebraska.

FM equipment. RCA 1-kilowatt transmitter. REL studio-transmitter link. Absolutely perfect condition. KPEN, Atherton, California.

FM 1 kw GE, amplifier, little used, good condition, GE transmitter console. Best offer. Contact Manager, WLNA, Peekskill, N.Y.

New Dage camera 62B nets $1200 sacrifice $800 or trade for studio equipment fm. Jones Radio, Salem, Ohio.

1 kw Gates BC-1J transmitter like new—remote controlled and antenna coupler, value new $4532.00—sell for $3500.00 cash—FOB, Little Rock—going 5 kw. Write John McLendon Associates, 509 Lamar Building, Jackson, Miss.

Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

500 ft. self supporting Ideco lighted tower with 75 ft. 8 bay Federal squair loop fm antenna 1250 ft. three and one-eighth in. 51½ ohm. Transmission line like new will sell cheap all or part. J. D. Williams, Box 3213, San Antonio 11, Texas. WA 2-5661.

196 foot self-supported Ideco triangular tower with or without 6 bay Western Electric clover leaf fm antenna and approximately 400 ft. type 452 Andrew 3⅛" transmission line. Tower now in place on building. Also, 231 foot Truscon triangular self-supporting tower with A-3 lighting and base insulators, disassembled and ready for immediate shipment. Also, Western Electric 25B console in excellent shape. Glenn Callison, Dir. of Eng. the McLendon Stations, 2104 Jackson St., Dallas, Texas.

1 kw Western Electric am transmitter now in use available soon. Bargain $1,500. Very easy terms, low down payment. W. A. Wynne, Rock Mount, N.C.

WANTED TO BUY

Stations

AM metropolitan market in east, fulltime or daytime. Willing to assume sales on percentage basis with cash investment. Successful now in two major markets. Box 957E, BROADCASTING.

Want to buy small station in Houston area. Your reply confidential. Box 207F, BROADCASTING.

WANTED TO BUY

Stations

Experienced radio man desires to lease Florida radio station with option to buy. Write in confidence. Box 216F, BROADCASTING.

Having trouble, will lease-manage your station. Ten years radio, qualified experience, former manager. Sober family man. Midwest. Box 240F, BROADCASTING.

Want immediate action. $20,000 down, strict confidence. all offers considered, answered. Rush replies. Box 254F, BROADCASTING.

Small, medium market radio station. Have $15-20,000 cash for down payment. Strict confidence. Box 255F, BROADCASTING.

Want to buy am radio station within 300 miles of New York City. Box 284F, BROADCASTING.

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible principals or representative may submit replies in strict mutual confidence. Call or write Angus D. Pfaff, Station WNMP, Evanston, Illinois.

Equipment

Wanted—fm frequency monitor. Prefer G.E. State condition and price. KGB, Box 2088, San Diego, California.

Wanted: Used fm frequency and modulation monitor also 500 feet used one and five eights inch concentri line. Write or call W. H. Torrey, KGNC, Amarillo, Texas.

FM frequency and modulation monitor. Give full details and lowest price. Charles Waite, KSPC, Claremont, Calif.

One Magnecorder, PT6 series. State condition and price. Contact: Karl Kuck, WPON, Pontiac, Michigan.

Wanted: T-V cameras and accessories. Gene O'Fallon & Sons, Industrial T-V Specialists, 639 Grant Street, Denver 3.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

RADIO

Situations Wanted

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

OPPORTUNITY — ARE YOU HE

Someone under 50 (younger the better) wanting unheard of opportunity to become financially independent. Must have a proven sales record, willing to work for peanuts at start, wife and family willing to be neglected for a year. Someone capable for commercial manager (no desk type) and later assuming all the headaches of full control of expanding midwestern radio station in ½ million metropolitan market. Primary coverage over 1 million, market over 5 billion. If there is such a person, will *give* up to 50% interest (depending upon results) after specified time. Station should net $100,000.00 per year. This is a deal where results will count. Market and frequency will surprise you. There is no reason for not becoming No. 2 in market. Owners too old for headaches, want to enjoy hunting, fishing and Florida sunshine. If there is such a man willing to gamble his ability (we doubt it) this is an unbelievable opportunity. This ad will appear only twice. If this unique man has not been located within 30 days will accept one of many offers to sell. All replies held in strict confidence. No investigation until after personal interview and then only with consent. Send record, picture, etc., and letter from wife expressing her views. PLEASE—Drunks, women chasers, etc., don't reply, you are only wasting your time.

Box 271F, BROADCASTING

TELEVISION

Situations Wanted

Announcers

Experienced TV Reporter-Analyst

Seeks larger field. Will deposit $1,000 (certified check) to be forfeit if after two months you don't agree it's one of best news programs in State.*

Twelve years with same sponsor. Prefer Southern or Western city. Field must be one where there are potential sponsors ready to pay good fee for top-flight job. Unless you make money too, I'm unhappy.

Box 235F, BROADCASTING

*Present employer says best in state.

FOR SALE

Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

RADIO—TV—ADVERTISING
PLACEMENT SERVICE
Relocate in the Progressive South
FLORIDA—GEORGIA—TENNESSEE—NORTH AND SOUTH CAROLINA—ALABAMA
- Copy writers
- Announcers
- Technicians
- TV Production
- Salesmen
- Artists

PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 4841

Dollar for Dollar

you can't beat a classified ad in

getting top-flight personnel.

FOR THE RECORD CONTINUED

KDDD Dumas, Tex.—Granted license covering change in ant.-trans. location with remote control permitted.

WPRE Prairie du Chien, Wis.—Granted licenses covering installation of new main trans., and to use old main trans. as aux. trans. at main trans. site.

WHMP Northampton, Mass.—Granted licenses covering installation of new type trans. and old main trans. as alternate main trans. at main trans. site with remote control permitted.

WRIK-TV Ponce, P. R.—Granted license for tv broadcast station and redescribe studio location.

KLX Oakland, Calif.—Granted mod. of license to operate main trans. by remote control from 2150 Franklin St., Bermuda Bldg., Oakland, Calif., using DA-N; conditions.

KIVA Yuma, Ariz.—Granted cp to change ERP to vis. 219 kw DA, aur. 110 kw DA, type trans. and other equipment, install directional ant. system and change ant. height to 440 ft.; change type ant. and DA pattern, change officers and directors and certain financial information.

KVKM-TV Monahans, Tex.—Granted mod. of cp to change ERP to vis. 100 kw, aur. 50 kw, install new trans. and ant. system, make other equipment change, change ant. height to 710 ft., studio and trans. location and waived Sec. 3.613 of rules.

Actions of July 16

WKGN Knoxville, Tenn.—Granted change in remote control authority.

KWGB-TV Goodland, Kan.—Granted mod. of cp to install new trans. and ant. system, make other equipment change, ant. height to 770 ft., and extension of completion date to Dec. 20.

KTWX-TV Sheridan, Wyo.—Granted extension of completion date to 1-8-59.

Actions of July 15

Granted licenses for following am broadcast stations: **WMBA Ambridge, Pa.; KOYE El Paso, Tex.; KWVY Waverly, Iowa.**

WOMT Manitowoc, Wis.—Granted license covering installation of new trans.

KYW Cleveland, Ohio—Granted license covering change in ant.-trans. location utilizing combined am-fm-tv tower, changes in ground system and installation of new trans.

WSKP Miami, Fla.—Granted license covering installation of alternate main trans. with remote control permitted.

WHLI Hempstead, N. Y.—Granted license covering increase in power, change in type trans., installation of directional ant. (DA-D), and make changes in ground system.

KBLT Big Lake, Tex.—Rescinded July 2 action granting license for new am station and approval of main studio same as trans. location and approval of type trans.

WZOK-FM Jacksonville, Fla.—Granted authority to suspend operations from July 15 to Oct. 15.

KID-TV Idaho Falls, Idaho—Granted cp to change type trans. and redescribe studio location.

Following stations were granted extensions of completion dates as shown: **KJEO Fresno, Calif.**, to 12-30; **KACY Port Hueneme, Calif.**, to 9-24; **WEAR-TV Pensacola, Fla.**, to 1-21-59; **KBBI Los Angeles, Calif.**, to 1-30-59.

Actions of July 14

WIFI Glenside, Pa.—Granted assignment of cp to High-Fidelity Bcstrs. Corp.

WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; KATZ St. Louis, Mo.; Rollins Bcstg. Inc.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WPTZ North Pole, N. Y.; Rollins Broadcasting-Telecasting of New York Inc.; WJWL, WAMS Georgetown and Wilmington, Del.; Rollins Broadcasting of Delaware Inc.—Granted acquisition of negative control by **John W. Rollins** through purchase of stock from **Katharine E. Rollins.**

WBTA Batavia, N. Y.—Granted acquisition of negative control by **Edmund R. Gamble** through purchase of stock from **Edward P. Atwater.**

WAND Canton, Ohio—Remote control permitted.

WIPR San Juan, P. R.—Granted license covering installation of new trans. as aux. trans. at main trans. site, and change studio location.

KMAE McKinney, Tex.—Granted request for cancellation of license for aux. trans.

WPHB-FM Philipsburg, Pa.—Granted license for fm broadcast station and mod. to change studio location.

KFJZ Fort Worth, Tex.—Granted license covering change in location of aux. trans.

KFJZ Fort Worth, Tex.—Granted license covering change in ant.-trans. location.

WPHB Philipsburg, Pa.—Granted mod. of license to change studio location.

KQXR Bakersfield, Calif.—Granted cp to change ant.-trans. and studio location, decrease ant. height to 155 ft., and delete remote control operation.

KSDN Aberdeen, S. D.—Granted cp to install new trans. as aux trans. at main trans. site with remote control permitted while using non-DA.

WJOB Hammond, Ind.—Granted cp to install new type trans.

WDAE-FM Tampa, Fla.—Granted cp to install new type ant.

WCOL-FM Columbus, Ohio—Granted cp to reduce ERP to 6.8 kw, ant. height to 350 ft., and change type trans.

KIKK Bakersfield, Calif.—Granted mod. of cp to change ant.-trans. location and make changes in ground system.

Following were granted extensions of completion dates as shown: **WEAM Arlington, Va.**, to 10-15; **WISK St. Paul, Minn.**, to 9-2; **KCEE Tucson, Ariz.**, to 9-30; **KIKK Bakersfield, Calif.**, to 8-31; **WHAT-FM Philadelphia, Pa.**, to 8-30; **WDVL Vineland, N. J.**, to 8-31; **KBCA Beverly Hills, Calif.**, to 2-19-59.

UPCOMING

August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texhoma Lodge, Lake Texhoma.

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Aug. 19-22: Western Electronic Show and Convention, Ambassador Hotel, Los Angeles.

Aug. 22-23: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 23: New Mexico Assn. of Broadcasters, Alvarado Hotel, Albuquerque.

Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.

Aug. 24-26: Georgia Broadcasters Assn., St. Simons.

Aug. 25-29: American Bar Assn., Los Angeles.

September

Sept. 4-5: RAB Regional Management Conference, Ponte Vedra Inn. Ponte Vedra Beach, Fla.

Sept. 4-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.

Sept. 5-6; Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

Sept. 5-6: Indiana Assn. of Broadcasters, Hotel Marott, Indianapolis.

Sept. 8-9: RAB Regional Management Conference, Rickey's Studio Inn, Palo Alto, Calif.

Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.

Sept. 11-12: RAB Regional Management Conference, Western Hills Lodge, Sequoyah State Park, Okla.

Sept. 12-14: AWRT New England conference, Stowe, Vt.

Sept. 15-16: RAB Regional Management Conference, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 19-21: International Sight & Sound Exposition's seventh annual High Fidelity Show and Music Festival, Palmer House, Chicago.

Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Française, Alpine Inn, Ste. Marguerite, Que.

Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.

Sept. 22-23: RAB Regional Management Conference, Hotel Morain-on-the-Lake, Highland Park, Ill.

Sept. 25-26: RAB Regional Management Conference, St. Clair Inn & Country Club, St. Clair, Mich.

Sept. 26-27: Mississippi Broadcasters Assn. Management Conference, U. of Mississippi, University.

Sept. 26-28:: AWRT southern area conference, Columbus, Ga.

Sept. 29-30: RAB Regional Management Conference, Princeton Inn, Princeton, N. J.

October

Oct. 3-5: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.

Oct. 5-6: Texas Association of Broadcasters, fall conference, Texas Hotel, Fort Worth.

Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.

Oct. 8-10: IRE Canadian convention, Exhibition Park, Toronto.

Oct. 9-10: Central AAAA region annual meeting, Drake Hotel, Chicago.

Oct. 9-10: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.

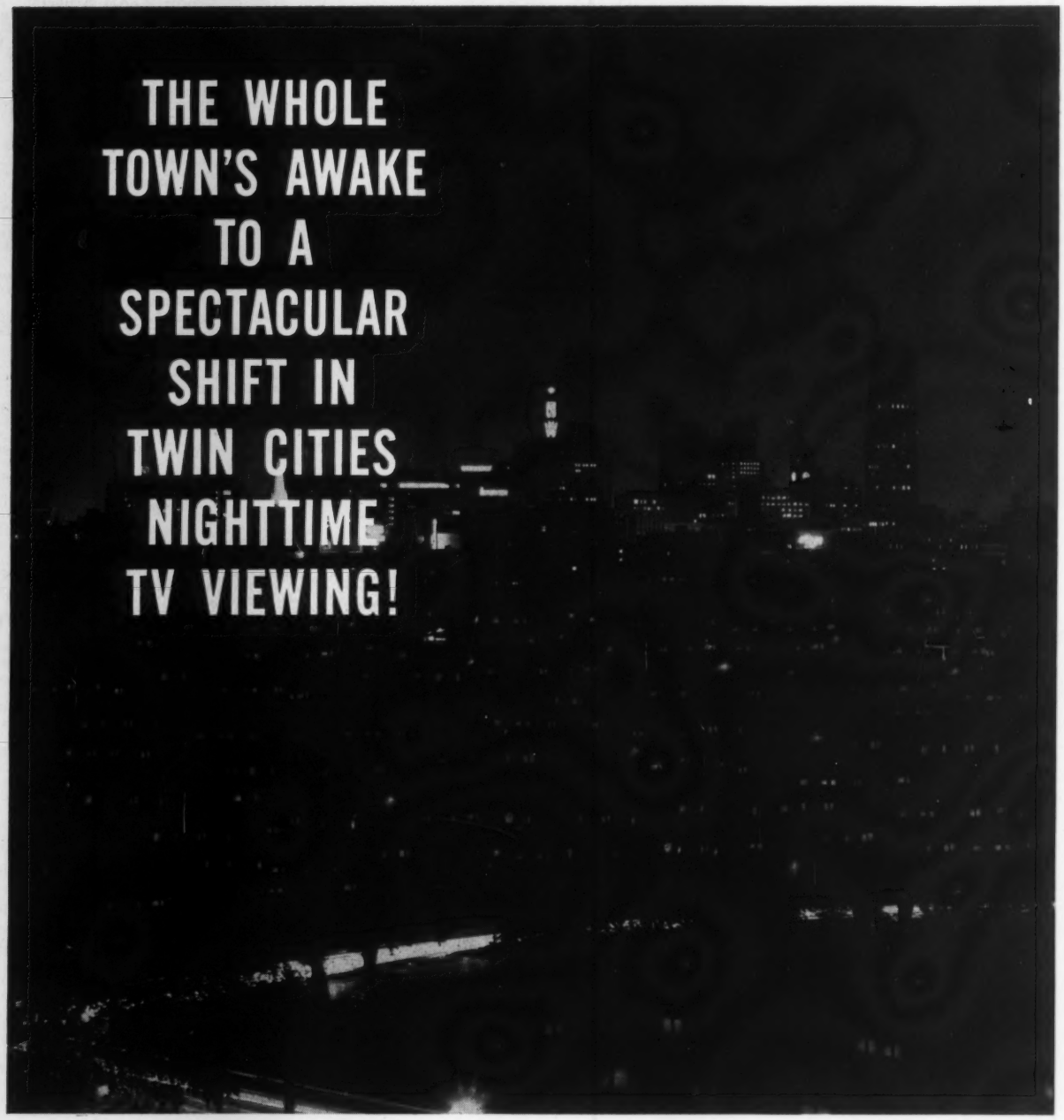
Oct. 10-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.

Oct. 10-11: Mutual Advertising Agency Network fourth-quarterly business meeting-workshop, Bismarck Hotel, Chicago.

Oct. 10-12: AWRT Heart of America conference, Kansas City, Mo.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeler Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 24-27, Statler Hilton Hotel, Washington, D. C.



New in the prosperous Twin Cities market. Earlier time for the news—9:30 P.M. and new to WTCN-TV, Chick McCuen, the Twin Cities' most authoritative news reporter.

Followed by . . .

MOVIE SPECTACULAR! The cream of first-run Metro-Goldwyn-Mayer, Warner Bros. and United Artists feature pictures. Your advertising reaches a loyal, wide-awake audience on WTCN-TV. For attractive rate information, contact your Katz man now. Or write to WTCN-TV, Minneapolis, Minnesota.

EARLIER NEWS—9:30 P. M. EARLIER MOVIES—9:45 P. M.

WTCN-TV 11
A SUBSIDIARY OF TIME INC.

Represented nationally by the Katz Agency
Affiliate ABC-Television Network

MINNEAPOLIS — ST. PAUL

from **BROWN BOLTE,** *president, Sullivan, Stauffer, Colwell & Bayles, New York*

Now's no time for advertising to abandon economic leadership

Although I don't pretend to be an expert on high finance and long-range economic trends, it does seem to me that there is one primary factor in today's complex business picture which has not been given sufficient attention in the articles I have read or the opinions that I have heard voiced. This is the *cumulative* effect that mass media advertising during the past 40 years has had on the needs and desires of the American people.

Only last week I returned from a business trip to Indianapolis, where I spent a large part of my childhood and early adult years. Even more than in New York, where I have seen constant changes around me during the past several decades, both in Manhattan where I work and in New Canaan, Conn., where I live, I was literally overwhelmed by the tremendous changes that have taken place since the war.

I was struck by the way people looked and dressed, by the new cars in the streets, by the new office buildings and gas stations, the new supermarkets and the new residential areas stretching out into the country. I hardly realized I was back home in Indiana.

Certainly, at no time in the history of the human race have standards of living been raised to such new levels in such a relatively brief period. And this has been true not just for a small segment of the public but cutting through all economic groups in all parts of the country. And it has affected all phases of our daily lives—how we eat, how we clothe ourselves, how we tend to our health and personal grooming, how we live in our homes, how we work, how we travel, how we amuse ourselves.

It has been a revolution that is so broad in base that it affects thousands of manufacturers in scores of different categories. It has created a new type of economy never approached before that, somehow, in spite of a great deal of talk of depression and recession during the past year, in spite of stock market slumps, in spite of declining sales in some fields, has provided a bouncy, healthy over-all feel that reflects itself month after month in total retail sales, grocery and drug sales, over-all consumer purchasing power.

Certainly, not even the most violent critic of capitalism could deny that mass media advertising has been one of the key factors in creating—and, more importantly, in stabilizing—this new broad-based economy. It's safe to say that without the development of, first, radio and, then, television, the job could not have been done.

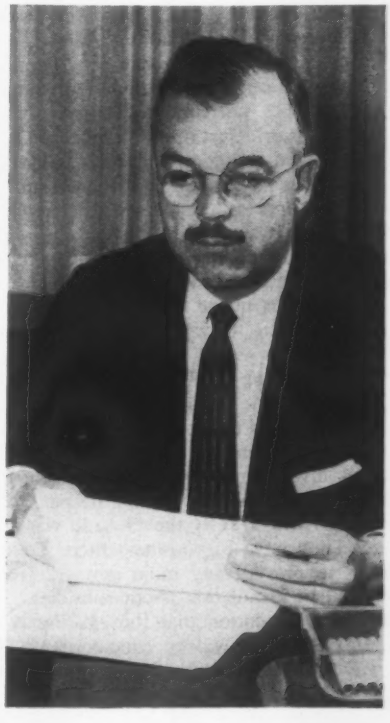
I can remember back in the thirties when media representatives would come in my office and say you must use our medium because the 3% or the 5%, or the 10% of the total population we reach accounts for 40% or 60% or 70% of the total consumer purchasing power. Every year this picture has changed with the base of purchasing power constantly broadening and with mass media playing a vital part in the change.

One of the most exciting experiences in business today is to help launch a new improved product and watch how mass media advertising can help put it into millions of American homes playing its own role in raising standards of living another notch. And oftentimes this will be done in the face of millions of dollars spent by entrenched competition.

In the old days even when a product was immeasurably better, the process of telling the public about it was so much slower that it often took years to attain success whereas today if you build a better mousetrap, you can literally tell the whole world about it the next day and they can save themselves a trip to your door.

The whole point of this article is that, in looking towards the future, I don't think we can afford to ignore the fact that millions of Americans have become accustomed to a way of life that has rapidly changed, so that what once were luxuries for the few are now necessities for the many. And I can't see why the many are suddenly going to stop wanting these necessities. After all, we are just a lot of people making things and selling them to other people who, in turn, are making things and selling them back to us.

Sometime in the next two months, Sullivan, Stauffer, Colwell & Bayles, the advertising agency of which I have the pleasure of being president, is moving to new quarters that are almost double the size of our present offices. Maybe we're crazy, but we have a deep conviction that millions of Americans and their children are going to continue to want to live better, that manufacturers will continue to bring out new, improved products to take the place of old ones, and that advertising is going to continue to play a major part in telling the public about these products and making them want to buy them. We may be crazy, but we're going to have a lot of fun trying to prove that we're right.



Brown Bolte, b. Winnetka, Ill., Dec. 23, 1908. Was western and southern sales manager, Rytex Co., Indianapolis, 1930-35; assistant to president in charge of advertising, sales, merchandising at Scott & Bowne Inc., Bloomfield, N. J., 1935-41; account executive, Benton & Bowles, 1941-50, with service as Army major 1942-45; B&B vice president 1950-58, secretary plans board, 1952-58, director 1953-58, executive vice president 1955-58. President, Sullivan, Stauffer, Colwell & Bayles, Inc., New York, 1958. Active in professional, service and social organizations. Author and composer (member of ASCAP). Lives with Mrs. Bolte in New Canaan, Conn. ►

A Matter of Time

THE compilation of the television networks' fall program plans that appears elsewhere in this issue makes plain what is already well known: time sales are harder to come by this year.

All three networks have more evening nighttime periods open now than they had a year ago. This is symptomatic of business as a whole. For whatever comfort it offers, non-broadcast media are hurting worse.

It is not surprising that more advertisers have been slow to firm up their television plans this season. A network show is a major investment, running into millions of dollars a year, and in recessive times the tendency is doubly strong to look twice before committing that sort of money. But the signs now point to quickened activity among these more careful buyers in the next few weeks—quite apart from the fact that the national economy itself is showing signs of picking up.

One danger is always present in slow times—the danger that sellers, in a panicky move to speed sales, will start slashing prices.

Prices should be nothing more or less than realistic. Reasonable prices should be adhered to—strictly. It is short-sighted to think that stability can be easily restored to structures debilitated by random wheeling and dealing. Broadcasters are in the business for tomorrow as well as today. Their product is not distress merchandise. They must remember that and refuse to sell it as such.

Three Professors

ALTHOUGH they did not articulate the words, the three professors who presented final arguments to the FCC on the Network Study had one theme: break up the television networks.

You won't find that language in the record. On the contrary you'll find honeyed words about the necessity of maintaining networks, even to the point of government subsidy. Yet that is the conclusion one inexorably reaches in examining the closing arguments. The professors give no ground in their advocacy of reforms and sanctions which the networks, their affiliated stations and even station representatives testified would destroy the existing structure.

The professors would accomplish their end through the principal devices of banning option time, eliminating must-buys and cutting back station ownership (by networks and non-network multiple owners) to three vhfs in the first 25 markets. The contentions of the networks and most of those with whom they do business that these would be fatal blows, contrary to the public interest, made no impression upon the professors. They were intractable. Their minds had been made up when they wrote their report. They had become advocates. They should have been paragons of objectivity.

Network operation is rough, competitive business. Establishment of a network does not automatically create a monopoly. There were four tv networks just a few years ago. DuMont folded because it could not stand the competitive gaff. And even with DuMont's demise, ABC has been fighting a rugged uphill battle. Without its five owned-and-operated stations in the first six markets, it would have been unable to survive.

What Dean Roscoe Barrow, who headed the study staff, Louis H. Mayo, his first aide, and Jesse Markham, consulting economist, seek is a fresh start in the hope of achieving the millennium. They are a decade too late. Obviously they haven't done their homework.

If they had, they would know that television allocations in many markets went begging with the resumption of licensing after World War II. New blood, local and diversified ownership were commendable ideas, even then espoused by the FCC, but only the brave and the rich went into tv in those early days when it required tremendous investment capital with no return in sight.

If the professors had dug a little deeper, they would have found that before World War II the crusade was to break up the radio networks. They were big business then. Today, the effort of government is to prevent any radio network from going under, even to the extent of errant talk about subsidies.

It isn't our contention that the existing tv network structure is optimum. Perhaps networks can do with less option time, or possibly they can substitute the minimum buy in dollars for the must-buy in stations. It obviously would not be in the public interest to lift the lid entirely on multiple ownership, thus paving the way for those with the most money to buy the most desirable stations.

But what's wrong with the present rule of five vhf's, plus two uhf's? Certainly the FCC has the authority and latitude to keep the television house in order without inhibiting operations of stations and networks and impairing their ability to serve the public by lacing them in a regulatory straitjacket.

The FCC has yet to receive the final phase of the study report—that dealing with programming and talent. When it does, it must determine whither it will go. Somewhere along the line—before the final rule-making phase—we think the professors should be accorded the privilege of appearing again, to be cross-examined by the attorneys representing stations, networks, representatives and others who have a life-and-death stake in television.

Drawn for BROADCASTING by Sid Hix

"Schlagenberger's vitamin-enriched, stone-ground, whole wheat Butterkrust bread is interested in our new two-second spots."

Sports Industry

THE House has passed and the Senate is considering a bill to exempt professional baseball, football, basketball and hockey from the antitrust laws.

Coincidentally, a number of congressmen and officials of government agencies have been urging the prosecution of television networks for violation of those same laws.

This inconsistency raises a number of questions which we think ought to be answered by any senator before he votes to elevate sports above the law.

Have sports performed so superior a public service that they are entitled to immunization from the laws which television is accused of violating?

Is there more sociological importance in the playing of a football game before paying customers than in the nationwide telecast of a critical UN session?

Is there something holier about the money which the New York Yankees collect at the gate than the money which television is paid by advertisers?

The sports lobby has bamboozled a number of congressmen into thinking that sports are something special, of institutional significance.

Professional sports, in truth, are entertainment for profit and as such differ not at all from other professional entertainment forms.

Television, too, is entertainment for profit. But it is something more. It originates and is the vehicle for information of great diversity and value.

The television comedian may be equated with the pitching star, the tv western program with a football game.

But the telecast of a political convention has no counterpart in sports; the live interview with a head of state is not a function of the hockey rink.

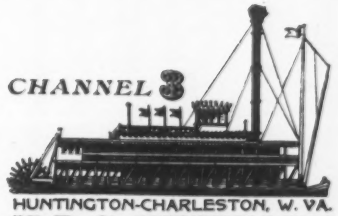
We do not advocate the exemption of television from the antitrust laws. But if congressmen are serious in believing sports deserve exemption, they cannot realistically exclude more important enterprises from the same special privileges.

In Huntington And Charleston

. . . it's the same dominant story

9 YEARS of LEADERSHIP

WSAZ-TV the No. 1 Huntington and Charleston station, is still a basic affiliate of NBC, America's No. 1 Network.



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C TOM GARTEN, Commercial Manager
Represented by The Katz Agency